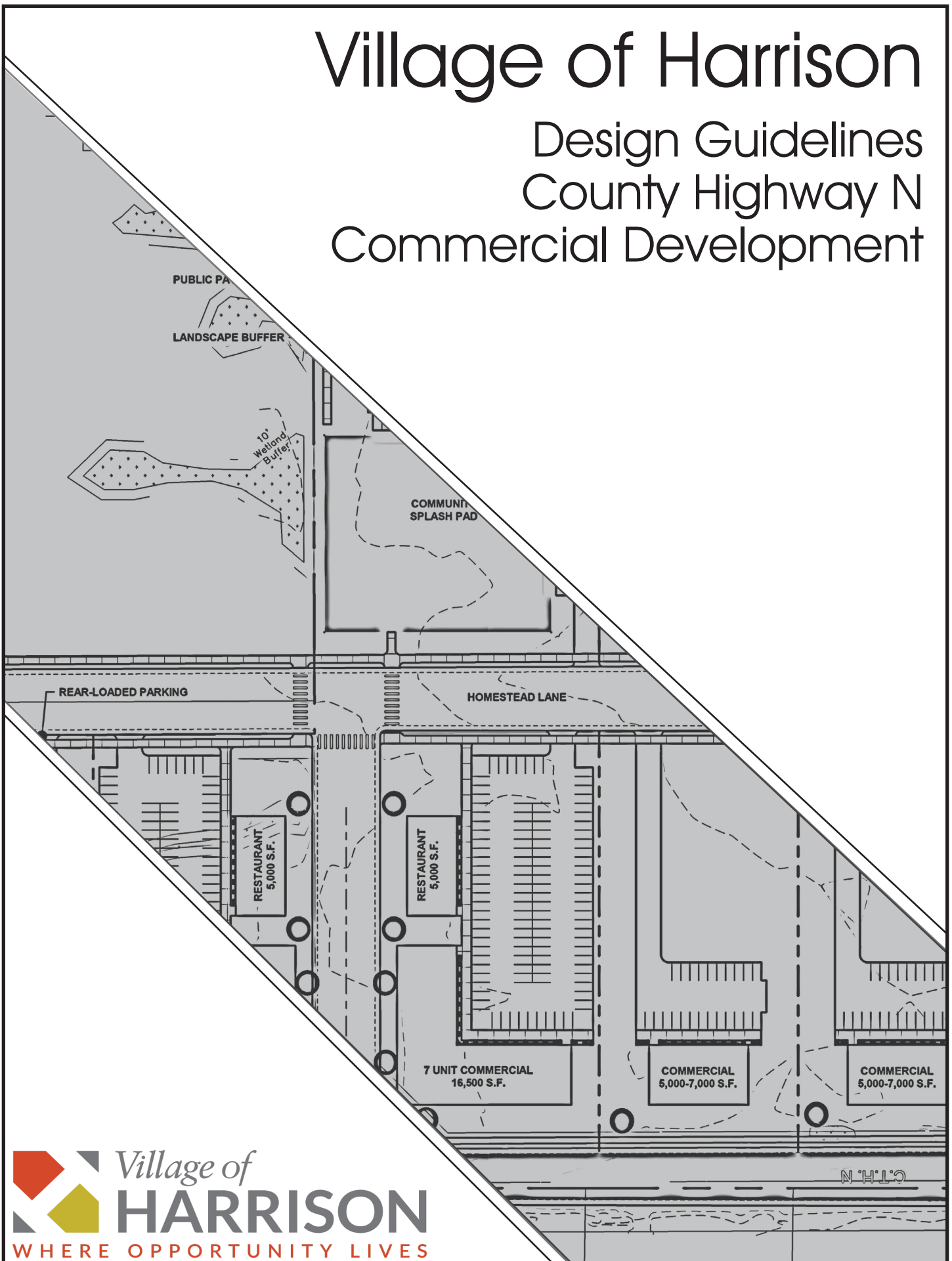


Village of Harrison

Design Guidelines County Highway N Commercial Development



Introduction

This section provides general design guidelines and concepts that are applicable to new commercial projects in the development along County Highway N between Schmidt Road and Manitowoc Road. The following design guidelines are intended as a reference to assist the designer in understanding the Village's goals and objectives for high quality commercial development. See attached master plan.

The guidelines are general and may be interpreted with some flexibility in their application to specific projects. The guidelines will be used during the Village's design review process to ensure the new development implements the general goals and objectives.

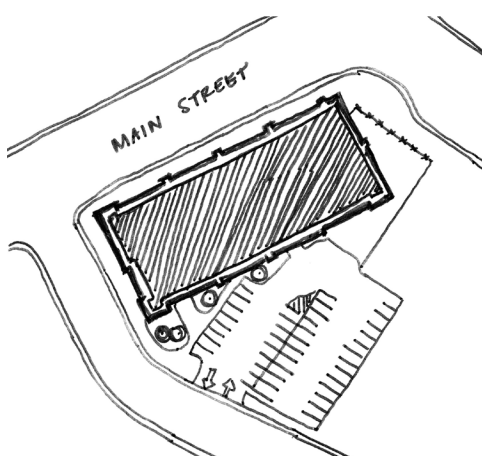
The design guidelines are intended to ensure the use of high quality, durable, weather-resistant, exterior grade finishes. High quality materials can improve the quality of buildings and require a low level of maintenance, have a longer life cycle, and maintain long term value.

Larger scale residential buildings shall follow the current residential code.

Site Planning

I. Building Placement

- A. Placement of the buildings should consider the location of County Highway N and the visibility of the building from the highway.
- B. Buildings should be placed to hold the minimum front yard set back from County N at 25 feet.
- C. Sites should be developed in a coordinated manner to

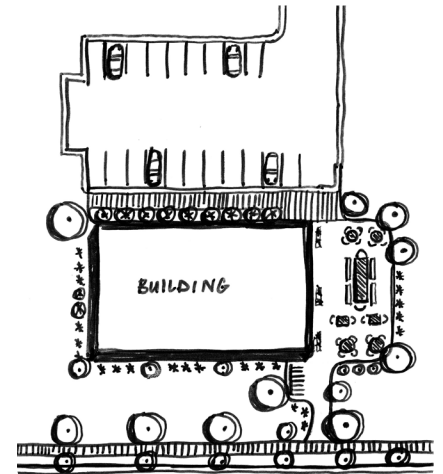


Site plan example depicts rear-loaded parking for a building holding the front set back.

provide order and diversity and avoid a jumbled, confused development.

- D. Commercial structures should be oriented with their major facade parallel to County N and their primary entry facing rear-loaded vehicular parking. Secondary entrances should be considered facing County N to coincide with the development of pedestrian and bicycle paths along County N.

Connected pedestrian paths provide clear and safe circulation between the public path, parking, and the building.



- E. Driveways and parking lots should have curb and gutters.
- F. Refuse/recycling containers should be conveniently located throughout the project, yet sufficiently buffered from project entries, main building entries, and pedestrian paths and in the least conspicuous part of the site. Containers should be screened per Part III.
- G. Service areas, such as docks and delivery doors, shall be architecturally integrated into the building, at the sides or rear, out of the circulation pattern.

II. Parking and Circulation

- A. Locate pedestrian and vehicular site entries to minimize conflicts.
- B. Views of parking areas from County N shall be discouraged.
- C. Pedestrian walkways should provide safe, convenient, well-lit and well-defined access between parking areas and the sidewalk and the main public access to the building.
- D. Parking lots should be internalized behind buildings and oriented away from street frontage along County N. Utilize landscape buffers and other means to reduce the visual impact of large parking areas. See current Building Regulations.

- E. Smaller buildings along Homestead Lane may have front-loaded parking.
- F. Parking lots shall provide secure, protected parking facilities for bicycles.
- G. Minimize the need for pedestrians to cross parking aisles and landscape areas
- H. The space between the building and the parking should be green space at a minimum, if not landscaped.
- I. Onsite pedestrian circulation should connect to offsite public sidewalks.

III. Refuse/Recycling Collection Facilities

- A. Refuse storage and pick-up areas shall be combined with other service and loading areas where practical and located away from public view as much as possible.
- B. Trash enclosure gates must open fully and the area in front of the enclosure shall be kept clear of obstructions.
- C. All refuse containers shall be screened with an enclosure complementary to the design of the main building.
- D. Gates of the enclosure shall be 100% opaque to ensure screening of its contents.
- E. The perimeter of the recycling and trash enclosure shall be planted where practical.



Masonry trash and recycling enclosure with coloring that complements the main building.

IV. Signage

- A. Exterior building signage should be included on both the major facade facing County N and also the facade facing the parking lot.
- B. Signage visible to County N must be of a proper scale such

that the signage is legible from a moving vehicle.

- C. A monument sign may be located at the entrance of the parking lot and be of materials complementary to the main building and consistent with the Village's current Building Regulations.



Masonry monument sign near parking lot entrance

Architecture

I. Building Facade

- A. All facades of a building shall be treated with the same degree of design detailing.



Utilizing color and direction change of a single material for a creative facade.

- B. Each wall surface visible from County N and from a parking lot shall be treated as a major facade.
- C. Create simple and well organized facades. The design of the major facades should be a priority.

- D. Utilizing materials in a creative manner is encouraged.
- E. Buildings throughout the development shall be complementary to each other in scale, height, materials, and color palette, but not the same.
- F. Any accessory buildings shall match the materials of the main building.

II. Building Facade Materials

- A. Materials shall be durable and easy to maintain. Permitted materials include:
 - 1. Masonry - Clay and Concrete
 - 2. Metal panel - with concealed fasteners
 - 3. Aluminum Composite Panel
 - 4. Fiber Cement Board
 - 5. Manufactured Stone Veneer
- B. Not permitted materials include:
 - 1. Wood
 - 2. Vinyl
 - 3. Metal Panel - with exposed fasteners
- C. Color palettes/schemes are encouraged to be earth tones. Other color palettes may be accepted with Village prior approval.
- D. Color enhancement considerations may include color accents and tonal variations, window trim, architectural banding, and other design details. Bright colors are permitted for accent materials.
- E. A minimum of three materials and a maximum of five materials shall be permitted.



Masonry base continues around outside corner.

- G. Where a horizontal change of surface materials occurs, a change in wall plane should occur at a minimum of 12 inches deep.
- H. A vertical change in materials shall be transitioned with a shadow line of at least 2 inches thick such as cast stone, masonry, or stone.



A vertical material change is delineated using a sill that creates a shadow line.



This building is designed using three major materials.

III. Building Articulation

- F. Materials should wrap around outside corners and continue for a minimum 3 feet on a minor facade.

- A. Specific building articulation is not necessarily required. Horizontal and vertical material changes will break up the wall facades and create variety.
- B. Long, flat, monolithic wall facades are encouraged to be broken up by either vertical or horizontal articulation.



Facades are visually broken up using different materials and building massing.

IV. Roofs

- A. Low-slope and single-slope roof types are permitted for the main building volume.
- B. Pitched roofs are permitted for architectural elements
- C. Allowed pitched roof materials include:
 - 1. Asphalt Shingles
 - 2. Metal Standing Seam
- D. Long, unbroken, monotonous rooflines are discouraged.



Articulation along long rooflines is encouraged to help break up a facade.

V. Windows

- A. Windows on all facades are permitted to be vertically or horizontally oriented.
- B. A specific setback is not required.
- C. Vinyl-clad residential style windows are not permitted.

VI. Principal Entry

- A. Principal entrances to all buildings must be clearly delineated through one or more of the following features:
 - 1. Roof or Canopy over the entry differing from the main building roof type
 - 2. Entry is through a porch
 - 3. Sidelights or Transom are included around the

entry

- 4. Entry is through extended articulation of the building



A roof over the main entrance clearly indicates where to enter the building.

VII. Overhead Doors

- A. Overhead doors whose primary function is service shall not be permitted on the County N facade.
- B. Glass paneled overhead doors for the public or patrons that are for the primary use of the building are permitted on the major building facade.
- C. Doors intended to be closed during business hours must be clad with materials that are consistent and blend in with the building design.



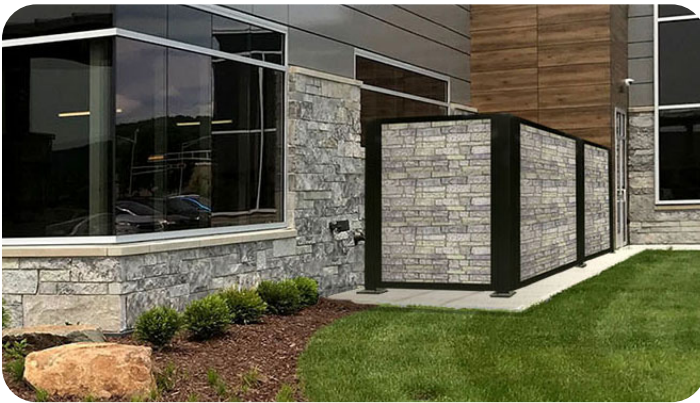
Glass paneled overhead doors serving the primary function of the building.

VIII. Mechanical Equipment

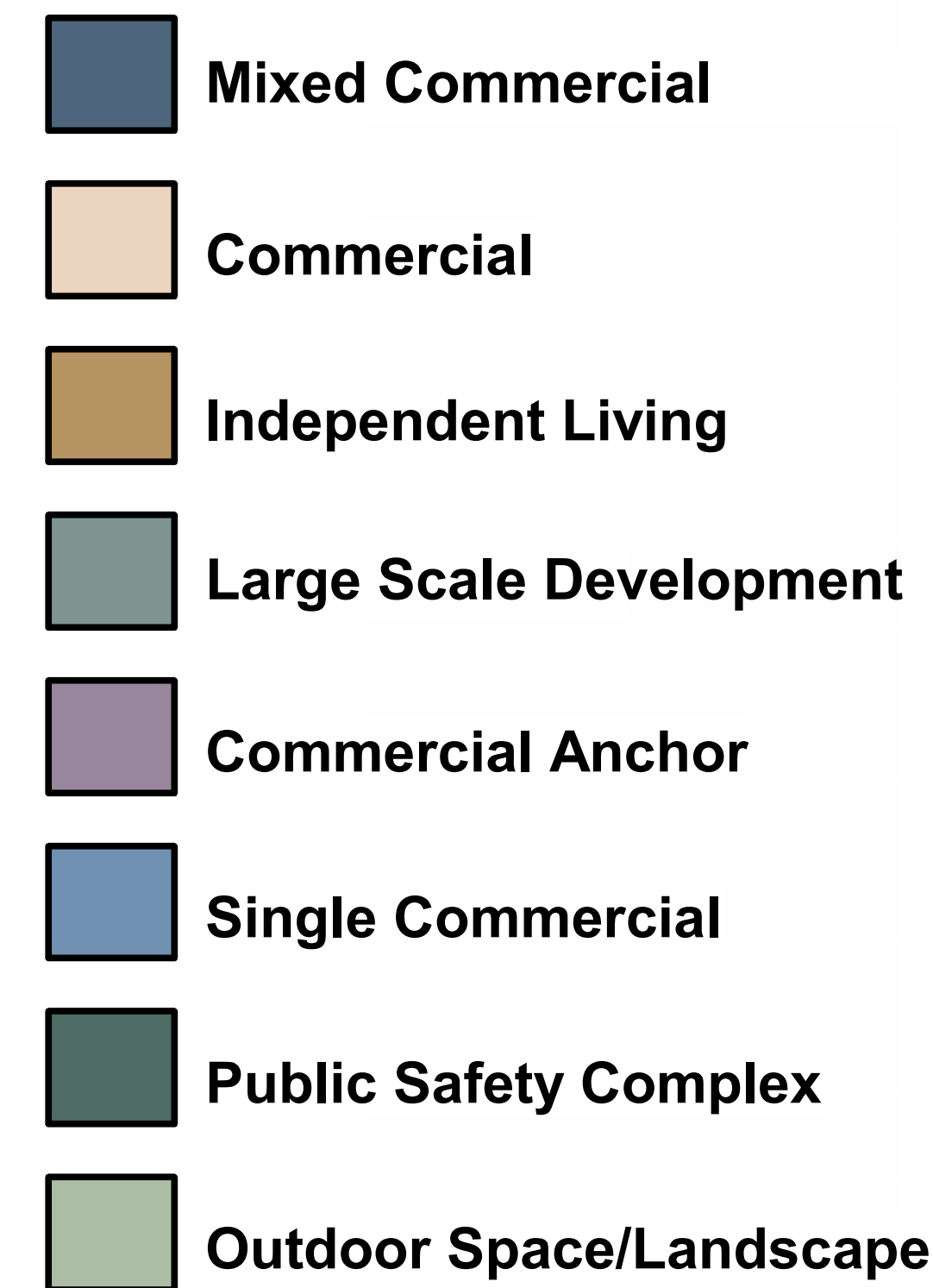
- A. Any mechanical and utility equipment on the rooftop, such as vents, ducts, condensers, and ventilators, must be incorporated into the building design in one of the follow-

ing manners:

1. Set the equipment back so that it is not visible from the line of sight angle from any public way.
 2. All rooftop equipment must be painted to blend with the roof
 3. Rooftop equipment visible from adjacent highways must be screened
- B. Mechanical and utility equipment may not be located on the major building facade unless the location of the equipment would conflict with the equipment's function.
- C. Mechanical and utility equipment located on the ground, decks, or other horizontal surfaces are subject to the following:
1. Equipment shall not extend into a Village right-of-way or easement
 2. Equipment may not be located in a front yard
 3. All equipment must be screened from the view of any street, public way, or open space in a manner that is consistent with the overall building design.



Mechanical equipment on grade screened with materials consistent with the building design.



PRELIMINARY NOT FOR CONSTRUCTION

SITE DEVELOPMENT
VILLAGE OF HARRISON **MENASHA, WI**
CONCEPT #1 ALTERNATE

DESIGNED AAP	DRAWN BKB
PROJECT NO. H0006 09-23-00309	
DATE SEPTEMBER 4, 2024	
SHEET NO.	

A027