

# CITY OF MEQUON ULAO CREEK NEIGHBORHOOD DESIGN STANDARDS

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## INTRODUCTION

**Purpose.** Mequon’s Ulao Creek Neighborhood Design Guide is an integral component to planning, management and implementation of development within the 750-acre east side neighborhood interfacing Interstate-43 and at the northern edge of the City’s largest commercial corridor. The Mequon Common Council identified a need to prepare a design framework to ensure attractive site and building design as well as the introduction of unique elements at the gateway to the City and at the edge of the City’s North Port Washington Road commercial area.

This design guide shall be utilized by landowners, developers, architects, planners and City of Mequon decision-makers and elected officials as a tool for development, seeking coordination efforts between public and private sectors to maintain and exemplify the uniqueness of Mequon’s Ulao Creek neighborhood. It builds upon, and shall be used in conjunction with, the following City document(s):

- **Ulao Creek Zoning Districts**
- **Sign Code**
- **2035 Comprehensive Plan**
- **Land Use Plan Map**
- **2019 Park & Open Space Plan**
- **East Growth Neighborhood Plan**
- **East Growth Land Use Market Study**
- **East Growth Neighborhood Open House(s)**
- **Visioning Survey(s)**

In addition to the adherence of the standards outlined in this design guide, there are applicable code provisions of the City of Mequon Municipal Code of Ordinances. The City of Mequon Zoning Code, specifically section 58-243, 58-244, 58-304 and 58-305 requires compliance with these Ulao Creek design standards. Nothing within the Ulao Creek Design Guide is intended to override any applicable ordinance.

**Neighborhood Area.** The Ulao Creek Neighborhood encompasses the North Port Washington Road corridor from Highland Road to Pioneer Road and properties along Oriole Lane and Ulao Creek to I-43, including distinct gateway locations at Highland Road and Pioneer Road.

**Strategic Context.** The neighborhood’s existing attributes include a presence of institutional and public uses including Concordia University of Wisconsin (CUW), Oriole Lane Elementary School, Ascension Hospital, Newcastle Place, Missing Links Golf, Christ Church and North Unitarian Church. These built conditions compliment the otherwise single-family residential neighborhood that includes 250 acres of critical environmental areas including Ulao Creek, protected wetlands and Garrison’s Glen Park, a 22 acre city park, featuring the Milwaukee River, walking trails and a canoe/kayak launch.

Major adjacent influencing features include attractions to the west, via Highland Road, include River Club Country Club, Rotary Park (host site of Gathering on the Green), Highland Woods, MATC-Mequon Campus, Ozaukee County Inter-Urban Trail. Adjacent influences south include the City’s principle east-side commercial district and to the east include I-43, and Lake Michigan.

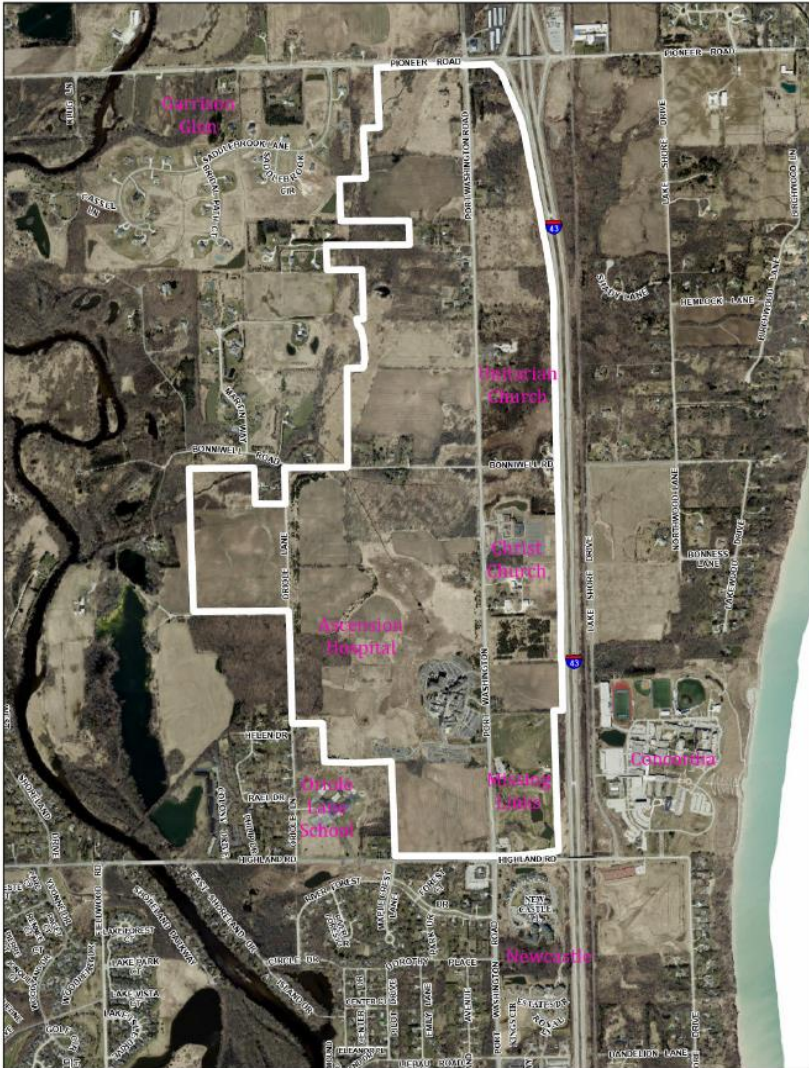
**Pending Public Improvements.** WisDOT began reconstruction of I-43 in 2022, including expanded access to I-43 from Highland Road. Ascension medical office, completed in 2022, dedicates a .50 acre outlot for future neighborhood entry features and implements required neighborhood streetscaping including a multi-use path, streetlights, street trees and roadway landscaping. The City Park and Open Space Committee unanimously approved the Ulao Creek linear park for inclusion in the City’s Comprehensive Plan in 2022. The Ulao Creek linear park is a 10-mile looped parkway connecting users from Garrison’s Glen Park located on Pioneer Road to Ulao Creek, Oriole Lane Elementary School, Highland Road, CUW and Lake Michigan. Features within the 10-mile linear park will be implemented through a combination of private development and public capital improvements projects by the city.

## **PUBLIC IMPROVEMENTS:**

- **Garrison’s Glen Park**
- **Improved View and Access to Ulao Creek**
- **I-43 and Highland Road Interchange**
- **Park & Ride Lot**
- **Gateway Features**
- **Unified Streetscape Features**
- **10-mile Looped Linear City Park**



## NEIGHBORHOOD AND SURROUNDING AMENITIES



## VISION

Maintaining rural use and character is a long standing principle in Mequon's community. A variety of zoning districts allow for rural land uses and the city administers a transfer of development rights program for conservation of land and uses dedicated to agriculture and rural uses. Preservation of rural character is particularly desired for the Ulaio Creek Neighborhood given its position along the interstate, as a gateway to the City and the associated impact of development pressures of the surrounding area. It is with intent that the rural character be preserved through land uses, development layout and design principles. The commercial area of North Port Washington Road, Town Center and the access to other commercial uses via I-43 can serve the broader service needs of this rural neighborhood and the City as a whole.

**Key Vision & Objective Statements.** These following vision statements and objectives guide the design principles for the neighborhood.

**Vision 1.** Transform city edges as gateways to celebrate the rich, historic rural settings as a distinct and dynamic neighborhood

- Objective. Properties located at the intersections of Highland and North Port Washington Road and Pioneer and North Port Washington Road will include designated open space at the intersection and along each public street (100 linear feet parallel to the right of way) for City or neighborhood gateway features distinct to neighborhood.
- Objective. Properties located at the intersections of Highland and North Port Washington Road and Pioneer and North Port Washington Road shall be free of parking and free of signage for private company name and branding within the designated open space referenced above.
- Objective. Gateway features shall incorporate features including the Ulaio Creek streetlight, street trees, native landscaping and multi-use path.
- Objective. Allow flexibility in the application of the vision and design standards for those properties already developed unless substantial redevelopment is proposed.

**Vision 2.** Deliver economic opportunity while focusing on the desire of and livability for current and future residents

- Objective. Land uses are predominately residential, at medium densities, and neighborhood convenience services in order to intentionally direct community wide, large-scale services to the commercial area south of Highland Road.
- Objective. Commercial uses are limited by type, size and operations based on community desire and an interest in market/ land use diversity.

- Objective. Provide a location for commercial uses that are not allowed elsewhere in the City and avoid duplicity and expansion of certain commercial uses that are permitted in other zoning districts along North Port Washington Road and within existing business parks.
- Objective. Control impacts of expanding development regarding traffic volume, density, building mass and overall aesthetics.

**Vision 3.** Protect and enhance the existing rural, passive landscape and habitat areas through regulatory compliance.

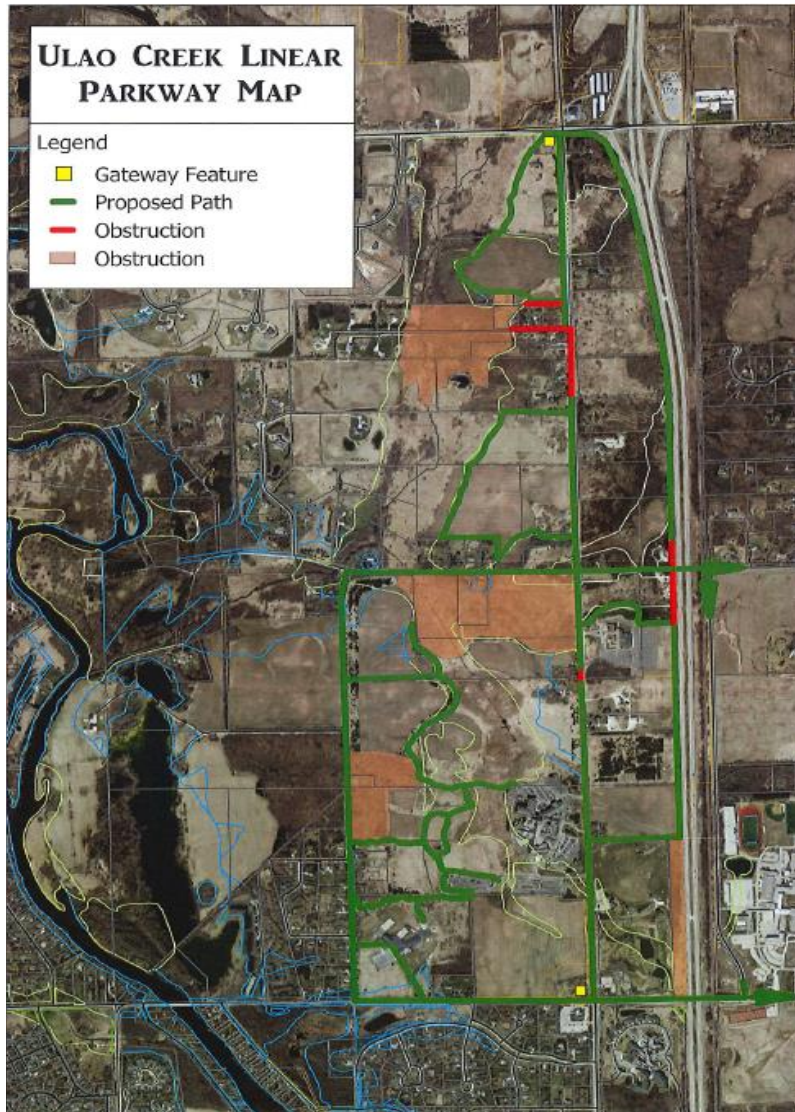
- Objective. Use of formal and informal vegetation to strengthen and increase canopy cover on development sites and disguise the built conditions.
- Objective. Require stormwater management systems and green infrastructure to reduce impact of development and promote management of natural water and runoff from new development.
- Objective. Connect and protect habitats and environmental features through outlots and protective no build easements.
- Objective. Connect people to rural open space and nature at multiple locations through outlots, pathways and protective no build easements.

**Vision 4.** Provide visual and physical connectivity within neighborhood from site to site and to major features within the surrounding area.

- Objective. Promote a network of everyday services through new development that can serve residents of the Ulaio Creek neighborhood within walking distance.
- Objective. Coordinate access to connect desirable destinations including commercial and academic uses, housing and open space, to promote physical activity and accessibility and to increase social interaction without having to leave the neighborhood.
- Objective. Protect existing uses that predate the Ulaio Creek zoning standards by integrating common design features along the street among sites or with architecture features when appropriate.



# ULAO CREEK LINEAR PARK



## VISION IMAGERY

### Vision Imagery: Gateway Features



- Gateway elements shall be designed with the appropriate neighborhood scale. The only gateway feature that should acknowledge both the City of Mequon and Ulao Creek neighborhood is the feature located at the intersection of Pioneer Road and N Port Washington Road. All other locations should not serve as an entrance sign to the City as a whole.
- Specific features for the gateway should avoid a dominant tower or other grand elements, stark white colors, high intensity bright colors (such as bright pink, orange, yellow, blue and green), silver materials (unless patina occurs) and non-native stone and non-native landscape species.
- Integration of native landscaping surrounding the structure and within the hardscape elements is required.
- Ground mounted up lighting within the landscaping beds is preferred compared to internal illumination or separate overhead mounted light fixtures.

There shall be uniformity among all the gateway features at each of the following locations and there shall be a hierarchy to each feature as follows:

### Gateway Locations:

The following location shall include City of Mequon and Ulao Creek neighborhood identification, if desired by the City. The structure shall not exceed eight (8) feet in height and shall present to both public streets. Signage shall not exceed 30 square feet, unless approved by the Planning Commission.

- Southwest Corner of Pioneer and North Port Washington Road.

The following locations may include structural and landscape elements but no signage. The structure shall not exceed six (6) feet in height and shall present to both public streets.

- Southeast Corner of Pioneer Road and North Port Washington Road
- Northwest and Southeast Corner of Bonniwell and North Port Washington Road
- Northeast Corner of Highland and North Port Washington Road

The following location may include neighborhood identification, if desired by the City. The structure shall not exceed six feet in height and shall present to both public streets. Signage shall not exceed 30 square feet unless approved by the Planning Commission.

- Northwest Corner of Highland and North Port Washington Road

## VISION IMAGERY

### Vision Imagery: Environmental Protection and Restoration

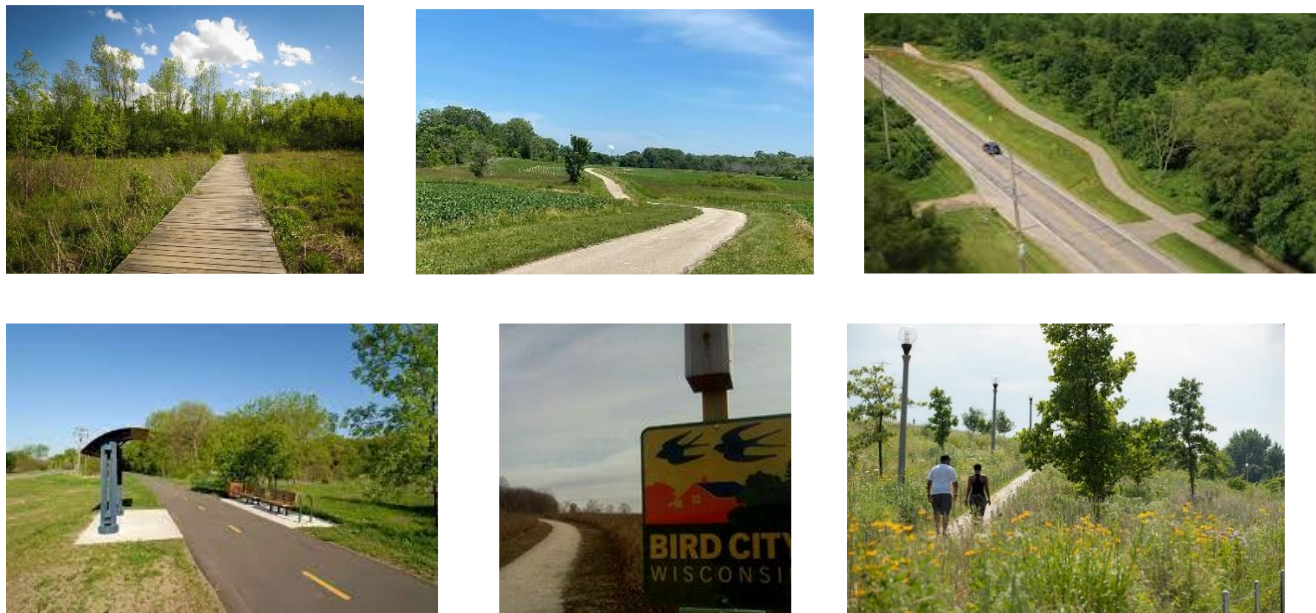


Open space and features adjacent to the site's entire extent of perimeter public right of way should be conserved and linked in order to maintain and enhance the environmental features. The following features should be identified and protected:

- Primary conservation features including but not limited to wetlands, floodplains, drainage courses, steep slopes, specimen trees
- Secondary conservation features including but not limited to woodlands, natural meadows, scenic features, passive and active recreational amenities or viewsheds
- Integrated common open space on developed sites which create large and contiguous areas that connects to open space and features on adjacent sites, streets, structures and lots
- Perimeter, low-maintenance open space buffer including entryway open space amenities serving as a transition from public to private lands.

- Common, passive recreational amenities and designated areas for common active recreational amenities that enhance each development including but not limited to, features such as gardens, trail systems leading to destinations, sport courts, firepits, gathering and seating areas, children's play equipment.
- Through the development approval process, open space features should be held in outlots for common benefit. Easements will provide the legal mechanism to protect the open space long term and maintenance agreements will guide property owners on required care as well as public access.

**Vision Imagery: Public Use & Streetscape**



- Open space adjacent to the entire extent of public right-of-way shall include light fixtures, landscaping and street trees.
- An asphalt multi-use path of eight (8) feet in width on the west side of North Port Washington Road and north side of Highland Road will link users to commercial, academic, and open space uses throughout the neighborhood.
- Walkways internal to the development sites, connecting external neighborhood amenities shall be installed at the time of street construction.



## RURAL DESIGN PRINCIPLES



Consistent and defining architectural design standards are required to mitigate the development pressures associated with I-43, protect from nationally branded commercial style and foster redevelopment appropriate for the commercial corridor of North Port Washington Road, located south of Highland Road and build this distinctive neighborhood consistent with the rural character of Mequon's history.

### **General Architectural Style and Character**

- Predominant architectural style should be rural, including contemporary farmhouse style, to establish a common aesthetic and compatibility to the neighborhood.
- Style themes and elements include octagon, linear, intersecting rooflines, low-slope roof lines, (a singular flat roof is not acceptable), cupolas, dormers, awnings, transom windows, stone beltlines.
- Provided all other guidelines are satisfied, style can be based upon the suitability for the building's intended use.
- The scale and coloring of buildings should blend with the open space and environment by remaining earth toned, reducing the overall massing with more than one roof line and including projections.

## NON-RESIDENTIAL RURAL ARCHITECTURAL STYLE IMAGERY



\*Buildings with a singular flat roof and no other roof form variation are not considered acceptable.





## RESIDENTIAL ARCHITECTURAL STYLE IMAGERY



\*Programming and lifestyle amenities should provide full-service housing and is vetted and approved by the Common Council. Lifestyle amenities should be located within shared facility buildings resulting in a comprehensive campus setting with pedestrian connectivity.



### **Permissible Building Materials:**

- Brick, native stone including lannon stone, limestone.
- Wood or engineered wood siding of various sizes
- Metal or composite wood siding but not as the only building material\*
- Glass as a secondary material which does not dominant principal features or facades
- Precast concrete and split face concrete block but not as the only building material\*
- Metal as a secondary material\*
- Decorative concrete as a secondary material

\*Example of encouraged design for a retail / service buildings located in the Ulao Creek Neighborhood Commercial zoning district.

In the City's Mixed Use Commercial Zoning District, all of these materials are permissible as the only material treatment when coupled with architectural details and articulation or, may be permissible as the primary material treatment with other listed materials as the secondary materials.

### **Acceptable Primary Roof Forms include the following:**

- A- Frame
- Box Gable
- Cross-Hipped
- Curved
- Dormer
- Dutch Gable
- Flat
- GableP
- Gambrel
- Hip and Valley
- Hip
- Jerkinhead
- M-Shaped
- Monitor
- Saltbox
- Sawtooth
- Shed
- Skillion

**Acceptable Secondary Roof Forms include the following:**

- Flat
- Octagon
- Barrel vault
- Bell
- Butterfly
- Conical

**Prohibited Roof Forms include the following:**

- Curved
- Dome and Dome Vaulted
- Dropped Eaves
- Mansard
- Pyramid

**Acceptable Primary Roof Materials include the following:**

- Wood Shingles and Shake
- Slate
- Asphalt Shingles
- Standing and Corrugated Metal Seam
- Aluminum and Metal Shake

**Acceptable Secondary Roof Materials include the following:**

- Coated or painted metal to resemble weathered look
- Cement roof tiles in natural colors
- Rubber, vinyl and EDP materials as well as green planting may be used on flat roofs in any Ulaio Creek zoning district
- Skillion roof tops are ideal for solar panels and may be used in any Ulaio Creek zoning district

**Prohibited Roof Materials including the following:**

- Clay Tile
- Vinyl

## SPECIFIC BUILDING DESIGN STANDARDS

### Specific Building Standards for All Structures other than Single-Family

- All structures are subject to a Building and Site Plan Review application that is reviewed and acted upon by the City Planning Commission. All buildings are subject to the provisions of the zoning code.
- Buildings, other than residential care facilities, are limited in height to two stories.
- Residential Care facility buildings containing less than four dwellings shall not exceed two stories and buildings containing more than four dwellings shall not exceed three stories.
- Non-care, market rate residential multiple family buildings within the development should be limited to one, two, three or four -family structures not exceeding two stories.
- Corporate or business identity shall not be the driving factor in the design. The brand or identity shall be minimized and shall meet these design guidelines and the local design character.
- Design elements shall be consistent on all publicly visible sides of the building. Consideration will be given to the rear façade of commercial buildings facing I-43 or when for portions of the building area that are not publicly visible.
- Building should provide simple detail and proportion to promote visual interest and avoid a bulky form as follows:
  - Modest scale
  - Low eaves
  - Vertical emphasis on gables
  - Architectural elements
  - Variation and articulation in elevations and roof lines
  - A predominantly flat roof building is not considered to provide enough variation of visual interest.
  - Parapet walls, if approved, shall appear three dimensional and solid, including extending to and wrapping around corners.
- Blank walls shall be avoided. Screening for blank walls includes landscaping (*e.g., trellises with vines and other native vegetation*), architectural features (*e.g., decorative accents, transom window and beltlines*).
- Public entryways shall be located on the front, public street facing façade and shall be emphasized with one or more of the following transitions, and shall be designed as the principle entrance:
  - covered plaza/porch
  - arbors or pergolas



- seat walls with landscape courtyards
- Entryways shall be well lit and be distinctive so to be identifiable from the street and parking areas
- Loading, service and garage doors shall be prohibited on the front, public street facing façade and be located on any of the following:
  1. rear façade at any point,
  2. side façade for only the rear 2/3 portion with a recess in order to create a shadow, upgrade the appearance and reduce their prevalence.
- Roof mounted mechanical equipment shall be screened from public view, including the street view, adjacent residential view and public pedestrian walkway view.
  - If roof mounted mechanical equipment is facing I-43, then the top 1/3 of the unit may be visible but shall be consistent in color and materials with the building's architecture.
- Outdoor storage is limited in the neighborhood subject to screening and other design criteria through an outdoor storage permit.





## SPECIFIC SITE DESIGN STANDARDS

### Site Design:



- Enhance driveways with trees and landscaping to create a sense of arrival.
- All business, servicing, or processing, except for off-street parking or loading, should be conducted within completely enclosed buildings.
- Limited outside storage is only permitted, by permit, in the Ulaio Creek Mixed Use Commercial zoning district and only outside of the public use zone
- Use swales with native vegetation interior to the site for stormwater management.



- Remove invasive, deteriorating or dead vegetation to allow open space, new plantings and regrowth
- Consolidate driveways, locate parking behind buildings and create parking lot islands with landscaping.
- Ensure roads provide access to adjacent sites to promote connection and maximize development. Connections should be made even if the adjacent sites do not yet have streets
- No driveway (excluding the portion of driveway required for road access) or parking area shall be located closer than 30 feet to the ultimate road right-of-way and shall not project further into the front yard than the building(s).
- No driveway or parking area shall be located closer than 20 feet from a side or rear lot line unless specifically waived by the Planning Commission.
- A walkway internal to the site to connect any public path or sidewalk and parking lots to the front door.



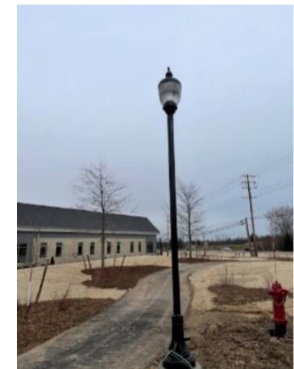
## SPECIFIC STREETSCAPE STANDARDS

Streetscapes with similar plant materials and trees, landscaping elements, building massing and scale, and pedestrian elements reinforce the landscape character of the neighborhood and community. The following objectives for the streetscape areas will reinforce a unified theme.

- Limit pre-construction clearing and preserve mature trees and existing vegetation to screen new developments or uses from roadways.
- Retain and add native vegetation along the public right-of-way.
- Provide seating areas in a variety of places, depending on the circumstances and environment, such as along trails and near frequently used public areas.
- Provide the approved Ulao Creek street lighting to increase actual and perceived personal safety.
- Locate streetscape elements to maintain pedestrian and motorist visibility. Street trees, street edge landscaping and a multi-use path (west side of North Port Washington Road and north side of Highland Road). Sight lines between three (3) to eight (8) feet above the ground should be created.
- Streetscapes will incorporate similar design elements throughout blocks and across roadways or driveways
- Sidewalk continuity is necessary for use by pedestrians and cyclists.
- Provide street trees on both sides of North Port Washington Road.

The following selections will ensure a unified theme and healthy, diverse ecosystems, as well as visually interesting streetscapes.

- The ultimate right of way for North Port Washington Road is 130 feet and 100 feet for Highland Road.
- The multi-use asphalt path is eight feet in width and setback 20 feet from the ultimate road right of way.



- Street trees are clustered at intervals of every 60 feet.
- All trees are to be located on back side of path (i.e., between path and buildings)
- Streetlights are located along the multi-use path at intervals of every 120 feet and are located on front side of the path (i.e. between path and road).
- Landscape clusters are located along the multi-use path at intervals of 60 feet in each direction of the streetlights.
- Landscape groupings of three (3) species placed between light fixtures on the front side of path (i.e. between path and road) are required. Clustered landscaping species include the following:
  1. 'Little Devil' Ninebark
  2. 'Blue Muffin' Viburnum/ 'Red Feather' Viburnum
  3. 'Miss Kim' Lilac
  4. 'Grefsheim' Spirea
  5. 'Tor Birchleaf' Spirea (great fall color)
  6. Black Chokeberry
  7. Native Grasses



## SPECIFIC SIGN STANDARDS

Signage should complement the rural character and landscape of the neighborhood and community. The following standards for signage will reinforce a unified theme.

- Specific features for the gateway should avoid a dominant tower or other grand elements, shall include earth-toned colors and materials consistent with the buildings, including native stone and native landscape species.
- Integration of native landscaping surrounding the structure and within the hardscape elements is required.
- Ground mounted up lighting within the landscaping beds is preferred compared to internal illumination or separate overhead mounted light fixtures.
- Monument signs are limited to six (6) feet in height for the overall structure and the sign face is limited to 30 square feet.
- Building wall signage is limited to 30 square feet and shall not be placed higher than 20 feet on the building wall.
- Building wall signage should be placed in a manner that signals an entry point to the building.

## TERMINOLOGY

**Corporate or Business Identify.** The manner, or brand, in which a business presents itself to the public.

**Green Infrastructure.** The use of natural space and a network of vegetation and technology to provide relief of water that isn't filtered or absorbed due to impervious surfaces such as driveways, parking lots and roofs. Green infrastructure assets include absorbent gardens, vegetated rooftops, plantings alongside driveways or parking, rain gardens, bioswales.

**Stormwater Management.** The process of controlling water runoff from the construction of impervious surfaces.

**Outlot.** Land designated as non-buildable, or limited build, areas.

**Native Landscaping.** Species used on the site to create attractive, open space that is specifically considered for the geographic location and therefore provides habitat, food and other benefits to wildlife also located within the geographic location.

**Active Recreational Amenities.** Active physical and cognitive play typically includes the use of special facilities or equipment by the participant.

**Passive Recreational Amenities.** Passive enjoyment by the participant that does not include the use of equipment and results in minimal physical stress or stress on the site's resources.

**Branded Commercial.** The symbol, icon, product, or company name is used for marketing or advertising purposes.

**Lifestyle Amenities.** Facilities and services members use for social, recreational and health interest and activities.

**Comprehensive Campus.** Offering facilities and services within a designated land area for the convenience of shared amenities.

**Primary.** The principal, highest and most important.

**Secondary.** The value or rank coming after primary.

**Residential Care Facilities.** Wisconsin licensing housing per the requirements of Wisconsin Department of Health Services.

**Market Rate Residential.** Housing that is based on area market financial values and demand.

**Parapet.** A wall along the edge of a roof or edge of a structure.

**Entryways.** A way into a building or passage.

**Streetscape.** The features that collectively design the visual effect of the street.

**Sight Lines.** The horizontal area that is captured and likely seen by someone's eye within the view of their position.

**Monument Signs.** A ground-mounted sign.