

City of Sun Prairie, Wisconsin

ORDINANCE AMENDING THE CITY OF SUN PRAIRIE CODE OF ORDINANCES BY CREATING SECTION 17.36.230 - DESIGN STANDARDS FOR DEVELOPMENTS IN THE SUBURBAN INDUSTRIAL (SI) ZONING DISTRICT.

Presented: October 17, 2017

Adopted: October 17, 2017

Ordinance No.: #700

ORDINANCE

WHEREAS, the City of Sun Prairie has adopted the City of Sun Prairie Comprehensive Plan to guide the development and growth of the City, including the implementation of a desirable living and working environment; and,

WHEREAS, the City of Sun Prairie has adopted a Zoning Ordinance (Title 17) which is specifically designed to implement the Comprehensive Plan; and,

WHEREAS, since 1994, private covenants have existed to enforce design and development standards for lands within the Sun Prairie Business Park, zoned Suburban Industrial (SI); and,

WHEREAS, the City of Sun Prairie desires to maintain standards for lands zoned Suburban Industrial (SI) that create lasting value and have a consistently high quality and character; and,

WHEREAS, on Tuesday, October 10, 2017, the Plan Commission held a public hearing to consider the proposed amendments to the City of Sun Prairie Zoning Ordinance that creates Section 17.36.230 – Design Standards for Developments in the Suburban Industrial District); and,

WHEREAS, the City Council has reviewed the Staff Report for Plan Commission, Case No. PC17-2503, dated October 3, 2017, and the Plan Commission’s recommendation to the Mayor and City Council dated October 11, 2017, and finds that the Amendment of the Zoning Ordinance, creating Section 17.36.230 – Design Standards for Developments in the Suburban Industrial District, meets the procedural requirements of Chapter 62, Wis. Stats.

NOW, THEREFORE, the City of Sun Prairie adopts the following amendment to the Code of Ordinances:

SECTION 1. That Section 17.36.230 – Design Standards for Developments in the Suburban Industrial District is hereby created as follows:

17.36.230 Design standards for developments in the Suburban Industrial (SI) zoning district.

- A. **Purpose.** The purpose of this chapter is to establish standards to guide the appearance of development (i.e., new construction, building additions and site alterations) occurring within the Suburban Industrial (SI) zoning district, so that areas zoned for Suburban Industrial use, including the Sun Prairie Business Park, have a consistently high quality and character.

- B. **Applicability.** The following design standards shall be met for any of the following activities that occur on properties located within the Suburban Industrial (SI) zoning district:

1. new development,
2. redevelopment,
3. expansions or alterations of buildings greater than 2,500 SF, or
4. expansion or reconfiguration of loading or parking areas

Review for compliance will occur at the time of application for Special Use Permit, Conditional Use Permit, Zoning Permit, or any other review that is required under this Title for the development activities being proposed. Compliance with these design standards is required in addition to the general performance standards of Chapter 17.36 of the zoning ordinance. In the event of conflicting provisions, the more restrictive shall control.

C. **Request for Relief.** Applicants who cannot meet one or more of these standards due to space constraints or other conditions, or proposed to meet the intent of a standard by other means, may seek relief through the approval of a conditional use permit. A conditional use permit may be approved provided that the city determines that the following standards are met:

1. The requested use is compatible with existing or planned surrounding land uses;
2. Exceptions or reductions from landscape bufferyard and screening standards are kept to a minimum;
3. The public benefit resulting from flexibility in design standards are justified; and
4. The standards for all conditional use permits contained in **Section 17.44.050** are met.

D. **Site Design Standards.** It is the intent of this section to ensure safe vehicle and pedestrian circulation patterns, encourage an aesthetically pleasing, high quality setting, and to mitigate visual and environmental impacts associated with on-site activities, such as parking and storage.

1. Internal Circulation & Parking (*NOTE: See Section 17.36.040 for additional requirements*).
 - a. Concrete curb shall be required in all parking, circulation drives, islands, between principal building and street frontage, except in cases of breaks for pedestrian or bicycle paths, stormwater runoff per an approved stormwater management plan.
 - b. All sites shall provide safe pedestrian or bicycle connections to the public right-of-way. Sidewalks shall be a minimum of 5 feet wide, or 10 feet for multi-use paths.
 - c. The minimum throat length of access drives shall be 25-feet, unless a greater length required by **Section 17.36.040(J)**.
 - d. Landscaped islands shall be provided within parking areas at a rate of not less than one (1) island per each linear row of twenty (20) spaces. All tree islands shall be a minimum of eight (8) feet wide, measured from inside the curb.
 - e. Parking areas shall not extend into required setbacks or bufferyard areas.
2. Loading, Storage and Service Areas (*NOTE: See Sections 17.36.050, 17.36.060 and 17.16.110 for additional requirements*).
 - a. Loading dock(s) shall not face or be highly visible from a public street or residentially-zoned property. Where this requirement is infeasible due to situations such as multiple street frontages or limited lot size, the loading dock(s) shall be sited and/or screened (per **Section 17.36.230(E)**) to mitigate undesirable views, noise and light associated with the loading dock and its use.
 - b. Below-grade doors providing access to underground parking are allowed on any facade.
 - c. At-grade garage doors designed for vehicular entry to the building, excluding those identified in (b) of this section, shall not face the primary street frontage.

- d. At-grade garage doors, excluding those identified in (b) of this section, along the side of a building visible from a public street shall meet at least two of the following criteria:
 - i. Overhead door panels shall be 100% clear glass.
 - ii. Pavement providing access to the garage door shall not exceed thirty (30) feet in length from the door, excluding a drive aisle.
 - iii. Views of this pavement area and the garage door(s) shall be partially obscured from the street with screening and/or landscaping at least three feet in height, consistent with the standards of **Section 17.36.230(F)**.
- e. Dumpsters, trash and recycling containers, street-level mechanical equipment (e.g, gas meters, air conditioners, etc.), and any permitted outdoor storage shall be located or screened, per **Section 17.36.230(F)**, so that they are substantially hidden from view from any adjacent public street, highway corridor, and/or residentially zoned property. This provision does not apply to solar panels or fixtures, which are encouraged.

3. Utilities.

- a. Utility appurtenances, such as transformers, telecommunications devices, equipment switching boxes and other utility cabinets, shall be located and oriented to allow visual screening from public rights of way, neighboring parcels and pedestrian walkways on the same parcel, while allowing maintenance access. This provision does not apply to solar panels or fixtures, which are encouraged.

4. Signs and Graphics (*NOTE: See Section 17.40 for additional requirements*).

- a. Roof signs, interchange signs, pole/pylon signs, and projecting signs are prohibited.

E. **Building Design Standards.** It is the intent of this section to promote quality design and material selections while allowing for flexibility to avoid rigid uniformity of design.

1. Design Form, Massing and Articulation

- a. All buildings on a property, including accessory buildings, shall utilize a consistent design style, materials and color palette.
- b. Any facade greater than one hundred (100) feet in length, measured horizontally, shall incorporate at least two (2) of the following techniques.
 - i. Wall plane projections or recesses having a depth of at least one (1) foot and extending at least twenty percent (20) percent of the length of the facade.
 - ii. Height variations, with a minimum of twenty (20) percent of the facade differ in height from the rest of the façade by at least four (4) feet, measured eave to eave or parapet to parapet.
 - iii. Variation in building material and/or color.
 - iv. The establishment of repeating patterns of building articulation along the full length of the façade.
 - v. Landscaping at intervals along the façade that incorporates conifer trees of at least six feet in height at time of installation.

2. Building Entrances

- a. Buildings shall have clearly defined, highly visible customer entrances featuring architectural elements, such as canopies or porticos, overhangs, arcades, raised parapets, arches or roof forms.

3. Rooftop Equipment & Venting Systems

- a. Rooftop mechanical equipment, including powered vents, but not including solar panels or fixtures, shall be substantially hidden from view from any adjacent public street, highway corridor, and/or residentially zoned property using one the following techniques:
 - i. On pitched roofs equipment shall be located on the least visible side of the roof.
 - ii. On flat roofs there shall be a parapet wall to hide equipment. Installation of equipment that extends higher than the parapet will be allowed if that equipment is set back from the wall a sufficient distance so as not to be visible from any adjacent public street.
 - iii. Where equipment cannot be hidden through siting and building design, the equipment shall be screened with a solid fence or panel that matches the color of the nearest wall (when on a flat roof) or the color of the roof (when on a pitched roof). Such screening should generally be several times wider than the equipment, but no taller than the equipment, to avoid the effect of creating simply a larger vertical protrusion. The screening system shall be considered as part of overall building design and review.
- b. If still partially visible from adjacent public street, rooftop mechanical equipment and venting systems (including passive vents) shall match the color of the roof or corresponding façade (whichever is visible with the equipment).

4. Building Colors and Materials

- a. The following exterior cladding materials are permitted: face brick, precast/poured concrete panels, concrete masonry units, cut stone, metal wall panel and siding systems, EIFS, stucco, and clear or lightly tinted glass.
- b. For any facade facing the public street, the following exterior cladding materials shall not cover more than forty (40) percent of said façade, either individually or in aggregate of: smooth-faced concrete masonry units, and metal wall and siding panel systems.
- c. The following exterior cladding materials are prohibited: vinyl, wood, corrugated metal, gravel aggregate or horizontal seam metal siding.
- d. Building materials susceptible to damage by vehicles or maintenance equipment, including metal siding/panels and EIFS are prohibited on the lower three (3) feet above grade adjacent to a paved and/or lawn area.
- e. Exterior cladding finishes and colors are subject to the following requirements:
 - i. All materials and finishes shall be low reflectance.
 - ii. Colors shall be subtle, neutral and/or earth tone on 90% of each facade.
 - iii. Brighter colors, including primary colors, may be used as an accent, covering no more than 10% of any building façade.
 - iv. High intensity, metallic or fluorescent finishes are prohibited.
 - v. The use of corporate colors on exterior cladding is permitted, within the preceding limitations.

F. **Landscape Design Standards.** It is the intent of this section to encourage high quality of environmental sensitivity and landscape design. The standards below are supplemental to the City's Landscaping and Bufferyard regulations (**Section 17.32**) and Fencing Standards (**Section 17.36200**).

1. Landscaping (*NOTE: See Section 17.32 for additional requirements*).

- a. All areas not covered by structures or impervious surface shall be planted and/or preserved with permanent vegetation to include turf, ground covers, shrubs, trees and associated mulch or decorative stone.

- b. All required parking islands shall include a canopy tree not less than two (2) inch caliper.
- c. Landscape islands and medians shall be a minimum of eight (8) with a tree or four (4) feet wide with no tree, measured from inside the curb.
- d. Use of native plantings is encouraged.

2. Screening & Fencing (*NOTE: See Section 17.36.200 (fencing) for additional requirements*).

- a. All screening, if required by **Section 17.36.230(C)(2)**, shall use one of the techniques described below. Alternative screening methods can be proposed and may be considered in lieu of the techniques listed below.
 - i. Architectural design of the building, such as a parapet, wall reveal, or decorative wall extension.
 - ii. Decorative solid fencing, of sufficient height, including wood, vinyl, or metal.
 - iii. Coated chain link fencing in either dark green or black, in combination with evergreen landscaping
 - iv. Decorative wall (excludes smooth-faced CMU) of sufficient height
 - v. Evergreen vegetation, at least three (3) feet tall when planted with a mature height greater than six (6) feet, and planted in accordance with the spacing recommendation for the species selected, such that the specimens will grow together to form a solid screen at maturity,
 - vi. Earth berm with supplemental landscaping, minimum of three (3) feet at mature height, or
 - vii. combination of the above techniques.
- b. Fencing and decorative walls shall complement the style and color of the primary building.
- c. Fencing and decorative walls greater than 100 feet in length along a street frontage shall incorporate supplemental landscaping along the street side of the screening element.

3. Maintenance. All required landscaping and screening/fencing shall be continuously maintained and replaced as necessary over time.

SECTION 2. EFFECTIVE DATE: This Ordinance shall become effective upon passage and publication as provided by law.

APPROVED: _____

Paul T. Esser, Mayor

Date Approved: October 17, 2017

Date Signed: October 18, 2017

This is to certify that the foregoing ordinance was approved by the Common Council of the City of Sun Prairie at a meeting held on the 17th day of October, 2017, and was submitted for signatures on the 18th day of October 2017.

Elena Hilby, City Clerk