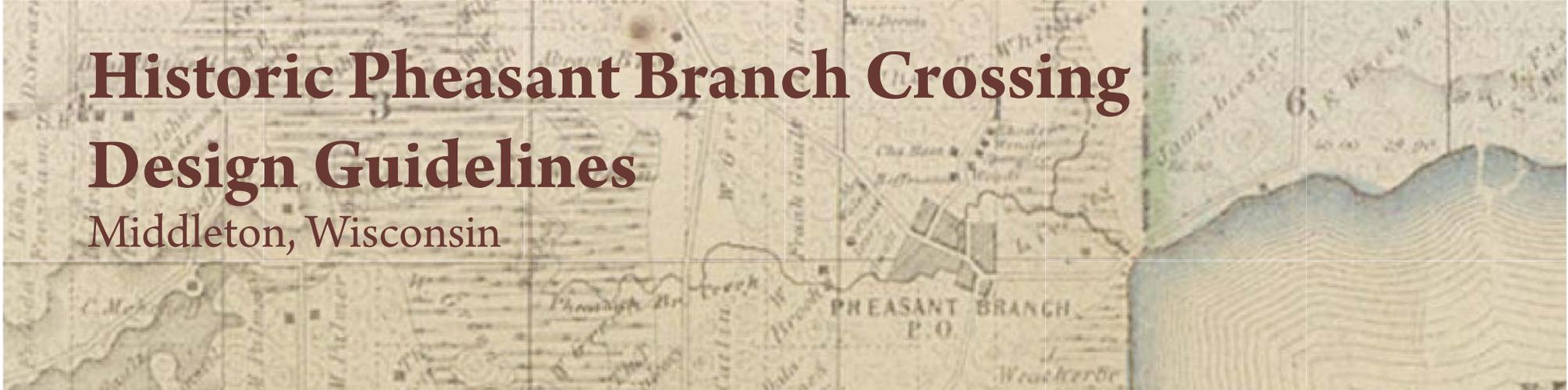


Historic Pheasant Branch Crossing Design Guidelines

Middleton, Wisconsin



VANDEWALLE &
ASSOCIATES INC.

Revised: September 22, 2017



Table of Contents

I. INTRODUCTION—

- Purpose
- Enforcement
- Project Area & History

II. ARCHITECTURAL GUIDELINES—

- Building Form & Placement
- Building Setbacks
- Building Heights
- Facade Treatment
- Historic Facade Elements
- Roof Form
- Building Reuse & Historic Preservation
- Signage

P1

- p1
- p1
- p2

P3

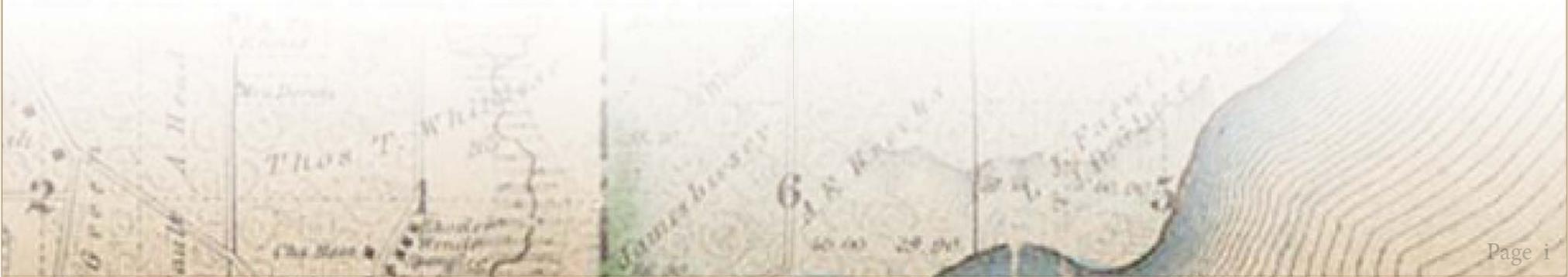
- p3
- p4
- p5
- p6
- p7
- p10
- p11
- p12

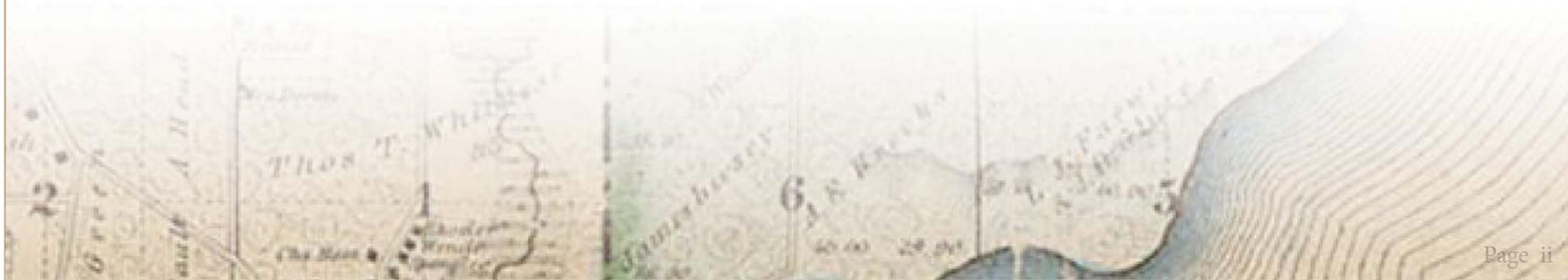
III. SITE GUIDELINES—

- Vehicle & Bicycle Parking Locations
- Site Lighting
- Pedestrian Circulation
- Outdoor Seating & Activity Areas
- Service, Storage, & Utility Locations
- Landscaping
- Stormwater Best Management Practices (BMP's)
- Signage

P13

- p13
- p14
- p15
- p16
- p17
- p18
- p19
- p20





I. Introduction

PURPOSE

The purpose of this document is to establish design guidelines for architecture and site features to create a cohesive area that celebrates Pheasant Branch history while achieving the goals set forth in the City of Middleton Tax Increment District No. 5 Project Plan, adopted on August 4, 2009. These guidelines are meant to provide historic design elements to include in future development projects and building renovations, but not intended to replicate historic structures.

ENFORCEMENT

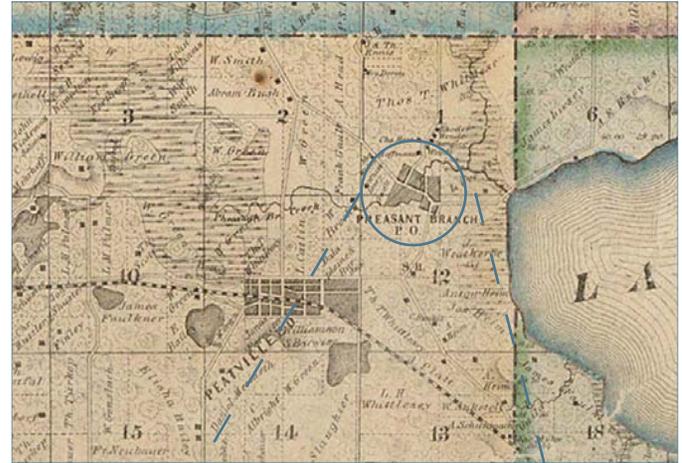
To be determined by Plan Commission and Common Council



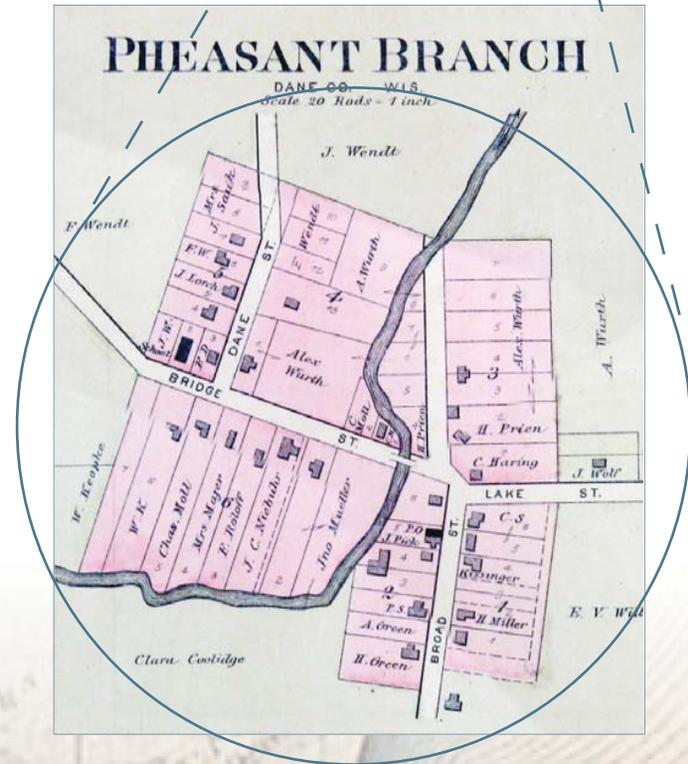
Pheasant Branch History display in Pheasant Branch Conservancy entrance

PROJECT AREA & HISTORY

Pheasant Branch was an early settlement in Middleton Township, platted as a Village in 1853, eventually becoming part of the City of Middleton after the railroad was constructed. The Pheasant Branch settlement was founded at the intersection of the Old Sauk Trail (a federal military route connecting Chicago and Minneapolis along the current Century Avenue alignment) and a road connecting Fort Howard In Green Bay with Fort Crawford in Prairie du Chien. The area contains some of the oldest buildings in Dane County, including the historic Stamm House, which was built in 1847 and has served as a store, a post office, and possibly even a station on the “Underground Railroad” offering refuge to former slaves seeking freedom in the North. The Palmer House, also constructed in 1847, is one of the oldest preserved residential buildings in the area. Additional history can be found at the Middleton Historical Society. The map below outlines the Historic Pheasant Branch Design Guidelines boundary, which generally follows the original plat for Pheasant Branch.



Dane County Map 1861



Pheasant Branch Plat, 1890

II. Architectural Guidelines

BUILDING FORM & PLACEMENT

Guideline: Buildings should be located along public streets and public pathways. Buildings should primarily be rectangular in form and entrances should connect to public rights-of-way.

- Buildings should be primarily rectangular in form and sited parallel to public streets. The short end of the building is encouraged to be located parallel to the street to maintain the historic settlement pattern
- Buildings should be designed to create a pedestrian friendly and scale neighborhood
- Buildings are encouraged to have a mix of tenants and uses
- Entrances should be provided at public streets and on parking sides
- Connect building entrances to public sidewalks and pedestrian pathways
- Articulate building shapes with simple window bays, sills, cornices, and parapets
- Locate service areas away from public streets and provide architectural screening
- Drive through facilities should be located on rear building facades as to not dominate the streetscape
- Modify franchise architecture to fit the desired historic character
- Buildings are encouraged to contain lower levels that open to the Pheasant Branch Creek and Trail

Concept Plan from the Historic Pheasant Branch Crossing Plan, 2017



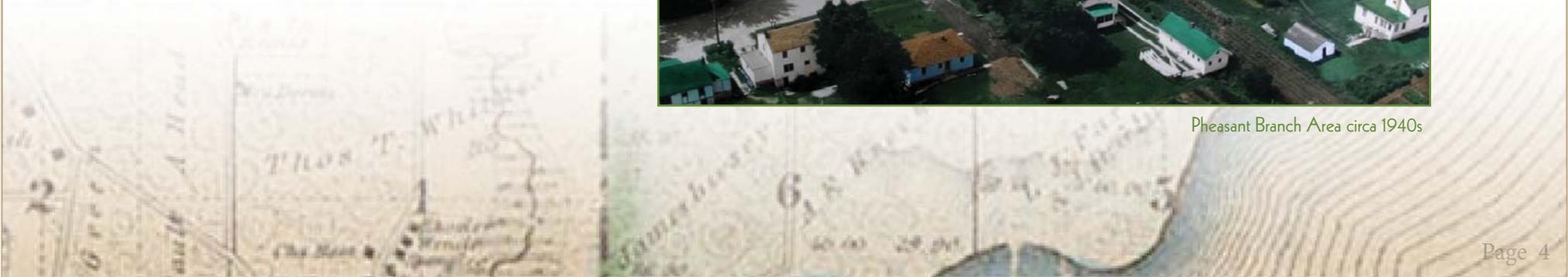
BUILDING SETBACKS

Guideline: Historically, buildings were arranged both along public streets and set back. For this reason, building setbacks may vary throughout the area.

- Buildings should be located between 10'-30' from the public street right-of-way
- At corner sites, both building façades should be located within the building setback (10-30 feet from the property line) along each public right-of-way
- Provide a continuous street edge within the area, buildings should be sited within the setback areas unless not possible due to affecting business operation
- Due to reduced terrace and sidewalk widths along Century Avenue, commercial land is encouraged to include additional pedestrian space
- Where buildings are further set back from the public rights-of-way, historic elements are encouraged to fill the setback space, such as picket fences, stone walls, landscaping, etc.
- Outdoor seating within the setback is encouraged if associated with commercial development
- To maintain an urban edge that is pedestrian friendly, areas adjacent to parking lots should be screened with enhanced landscaping



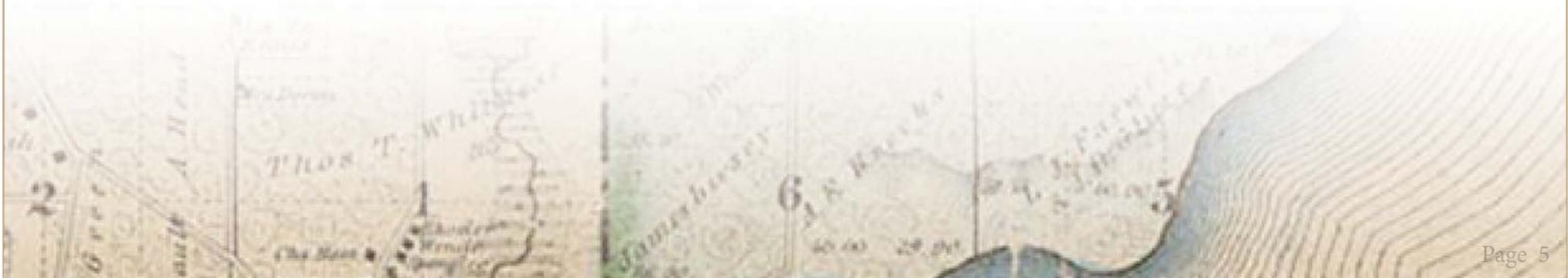
Pheasant Branch Area circa 1940s



BUILDING HEIGHTS

Guideline: Building heights should be between two and four stories.

- Buildings should be a minimum of two stories
- Buildings should be a maximum of four stories
- All buildings must comply with the Airport Height Limitation Zoning Map
- Buildings are encouraged to have the appearance of a two or three story structure through setting the third and/or fourth story back from the vertical facade, constructing upper stories from a different material, or changing upper story articulation and massing



FACADE TREATMENT

Guideline: Facades should be simple in form to reflect mid-19th Century architecture. Use the Stamm House as a guide of period architecture. Mixed-use buildings are encouraged within the Historic Pheasant Branch Crossing with a common façade between stories.

- Facades should repeat simple forms and highlight quality materials
- Differentiate ground and above floors through windows and signage bands
- First floor commercial facades should have transparency through the use of punched windows (recessed from the vertical facade) to allow retail uses to interact with the street and parking-side entrances
- Building at corners should contain interesting architectural features that address the corner such as towers, entrances, awnings
- Identify building entrances through permanent awnings, overhangs or signage
- Upper story residential balconies are allowed and encouraged to be built within building recesses



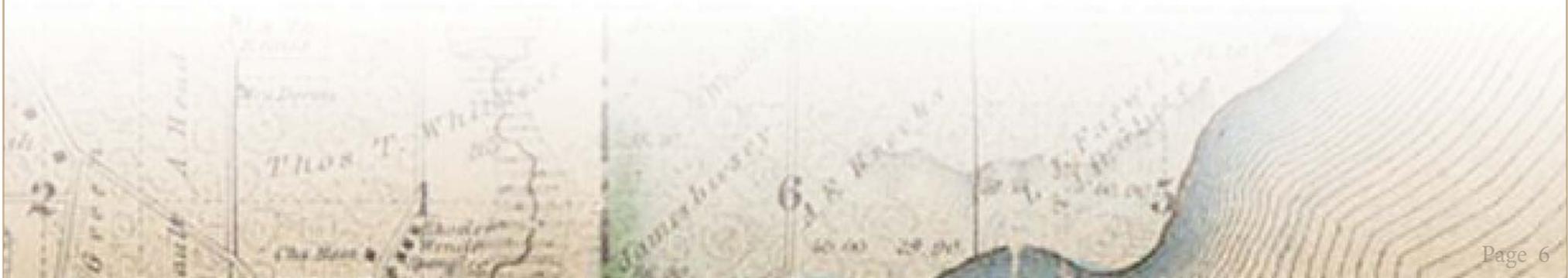
Pheasant Branch Hotel (Stamm House) - 1925



Blacksmith Shop - 1925



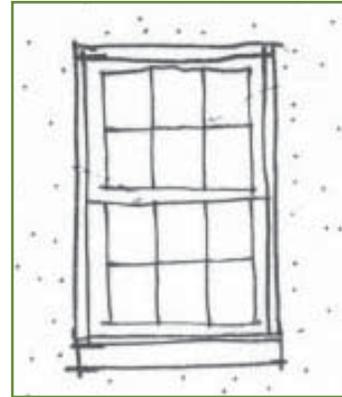
Pheasant Branch Brewery



HISTORIC FACADE ELEMENTS

Guideline: Building façade features should include elements that are simple in form and typical of mid-19th Century. Use the Stamm House as a guide of period architecture. The goal is to not to replicate historic structures, but utilize historic elements and form within modern construction practices.

- Windows
 - Windows should be punched (recessed from the façade) with exterior sills
 - Transparency is encouraged in commercial first floors.
 - First floor windows are encouraged to contain window sashes in grid form
 - Double hung windows are encouraged for residential buildings and on upper floors
 - Straight window lintels may be incorporated
- Doors
 - High quality doors should be installed to announce building entries
 - Doors should contain windows in at least the upper half of the door
 - Door windows are encouraged to contain sashes in grid form
 - Wood is encouraged as the primary material
 - Commercial doors should contain at least a six foot minimum façade opening and double doors are encouraged
 - Doors are encouraged to be recessed from the vertical facade
 - Residential doors should contain lintels and side jam trim to announce and highlight the entrance
 - Sign bands above doors may also be used to highlight building entrances



- Lighting
 - On-building lighting should highlight building architectural features and quality materials
 - Lighting should be of high quality, durable materials
 - Flush mounted or arm mounted lighting is allowed
 - Lighting is encouraged to be LED to reduce energy consumption
 - Lighting may illuminate building mounted signage
 - Avoid faux-historic lighting of other time periods, i.e. colonial, etc.
 - Building entrances should be illuminated for safety and cast downward
 - Pedestrian walkways should be illuminated for safety and cast downward
 - Illumination levels shall not exceed 0.5 foot candles at the property line
 - All lighting must meet the standards in Chapter 33 - Outdoor Lighting Code of the City Code of Ordinances

Historic Facade Elements



- Materials and Colors
 - Long lasting materials such as brick and stone should be the primary material to withstand weather and provide a feeling of permanence
 - Stone may be used as found on the Stamm House and Blacksmith Shop
 - Cream City Brick may be used as found on the Palmer House
 - Wood painted or stained, cement board or composite siding may be used as found on the Old Pheasant Branch School (current VFW). Siding should be no wider than 4" exposed, not including the overlap
 - Metal, wood shingle, or polymer composite shingle, in shake form and size, roofs are preferred
 - All building facades visible from the street should be constructed of the above materials
 - Any facades not visible from the public street may contain alternate materials that complement the front-side facade materials in design, form and color
 - Colors should be natural materials and earth tones



Palmer House

Stamm House



Old Pheasant Branch School

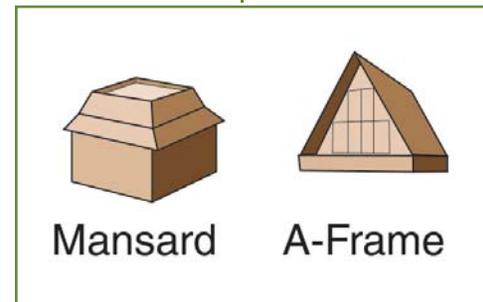


ROOF FORM

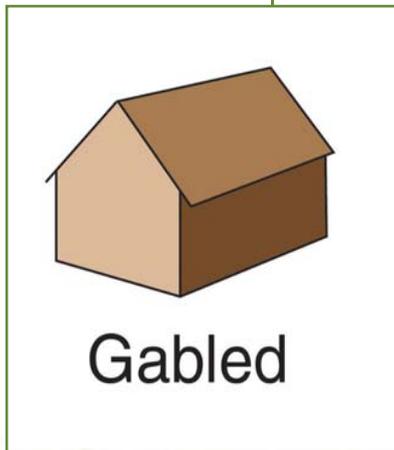
Guideline: Roofs should be of the mid-19th Century form, which was primarily simple, gabled roofs.

- Roofs should primarily be gabled roofs with pitches between 8:12 & 12:12
- Hipped and shed roofs are allowed on secondary building massing or attachments
- Flat roof may be allowed to minimize building height or preserve views
- Flat roofs may be used in combination with gabled roofs to reduce building height with the gables oriented toward the public right-of-way
- Mansard and A-frame roofs are not allowed
- Dormers are allowed to break up large roof planes
- Roof mechanicals shall be screened

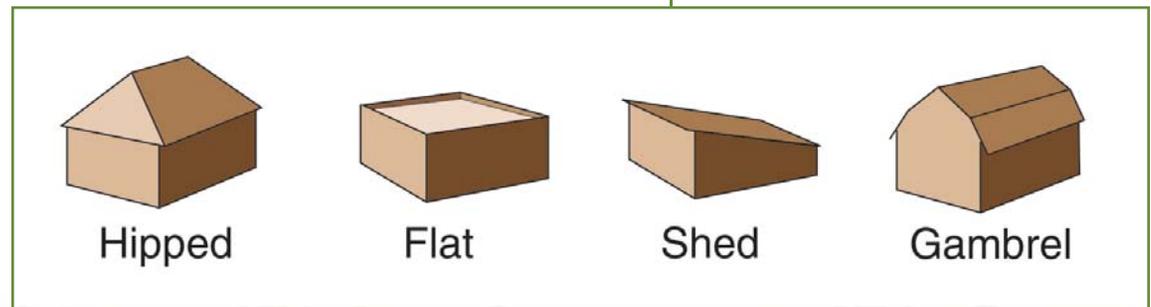
Not Allowed Roof Form



Preferred Roof Form



May Be Allowed Roof Form



BUILDING REUSE & HISTORIC PRESERVATION

Guideline: Preserve historic structures including their scale, character, form, style, articulation, materials, details, and form while adapting them to new uses.

- Historic structures should be preserved
- Exterior architecture should be preserved and renovated, if necessary
- Historic structures should be renovated to their original appearance including exterior form, façade, window and door placement, and materials
- Remove inappropriate elements, signs, canopies, and additions that cover details, architecture and features of the original historic building
- Reuse historic buildings with uses that complement the area

Commercial Historic Preservation



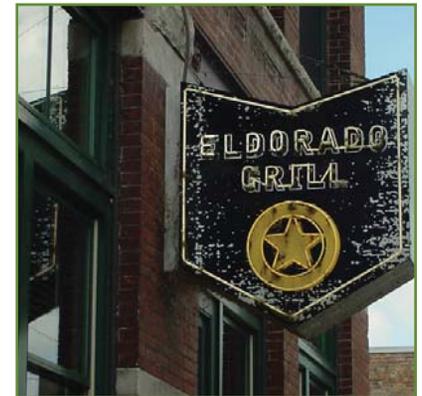
Residential Historic Preservation



SIGNAGE

Guideline: Building signage should market businesses and compliment architecture.
All signs must meet the standards in Chapter 22 – Sign Code of the City Code of Ordinances.

- Business or tenant signs may be façade-mounted or ground-mounted.
- Façade-mounted signs should be flush mounted to the signage band (horizontal area at the upper part of a building entry) of the façade, mounted on permanent awnings, or hung perpendicular to the street
- Upper story signs are not permitted
- Mounting brackets should not be visible
- Signs should not overwhelm the building architecture and should be integrated into building architecture
- Sign design should complement the historic district neighborhood character and scale
- Stylized and three-dimensional signs are acceptable provided they are uniquely designed and fit the architecture, district, and commercial use
- Individual letter signs are not allowed
- Signs should not obscure building addresses
- Signs shall be professionally constructed and composed of high-quality materials that will be long lasting and weather resistant
- Signs may be internally or externally illuminated as long as they do not create glare to visitors
- Window signs should not block views into businesses
- LED, message band, and moving/animated signs are not allowed



III. Site Guidelines

VEHICLE & BICYCLE PARKING LOCATIONS

Guideline: To create a pedestrian friendly streetscape, vehicular parking should be located to the interior of sites or screened from public rights-of-way. All development projects must meet the standards in Standards for Off-Street Parking Areas and Landscaping in the Middleton City Code or Ordinances.

- Shared parking access drives between development lots are encouraged to reduce impervious surface and driveways along Century Avenue
- To decrease impervious surfaces, establish shared parking cross easements where appropriate, between land uses with complimentary peak parking times
- Connected parking lots between development parcels is encouraged to reduce traffic congestion on public streets
- Shared parking arrangements should be codified in deed recordings or development agreements
- Locating parking lots at corners should be avoided, when possible
- Safe pedestrian ways should be provided between parking spaces and building entrances
- Canopy trees should be planted at a minimum of every 12 parking stalls to reduce heat islands
- Edge landscaping should be installed to screen parking lots from public streets
- Planting areas should be incorporated into landscape islands and planting areas between parking bays
- Bio-swales and stormwater best management practices are encouraged where possible
- Short-term bicycle parking areas should be provided within 20 feet of each commercial primary building entrance when possible
- Long-term bicycle parking areas should be provided within 100 feet of each commercial primary building entrance when possible
- One bicycle parking space per 2,000 gross square feet should be provided for retail uses. A minimum of two spaces is required
- One bicycle parking space per 10,000 gross square feet should be provided for office. A minimum of two spaces is required
- A minimum of one bicycle parking spaces per unit should be provided. In-building or covered bicycle parking is encouraged



SITE LIGHTING

Guideline: Install adequate but not excessive site lighting to provide safe circulation routes between parking areas, pedestrian routes, public rights-of-way and gathering spaces. All lighting must meet the standards in Chapter 33 - Outdoor Lighting Code of the City Code of Ordinances.

- All ground mounted lighting should complement building architecture
- Tall pole lights may be installed in parking lot internal bays with a maximum height of 25 feet
- Parking lot lights should be 15 -20 feet in height along pedestrian ways and edges
- Site lighting along pedestrian walkways is encouraged as bollards to provide safe lighting but not over-illumination
- Lighting is encouraged to be LED to reduce energy consumption
- Lighting should cast downward and be full cut-off
- Lighting may externally illuminate signs
- Illumination levels shall not exceed 0.5 foot candles at the property line



Bollard lighting



PEDESTRIAN CIRCULATION

Guideline: The Historic Pheasant Branch Crossing should be a pedestrian friendly environment. Private development should connect into existing public infrastructure.

- Private pedestrian walkways should connect development sites to existing public sidewalks and paths such as the Pheasant Branch Trail
- Private pedestrian walkways should connect vehicular & bicycle parking areas to building entrances
- Include separate walkways within parking lots to provide safe pedestrian circulation
- Design all walkways to be ADA compliant
- Provide access to buildings for all persons of all abilities. Building renovations may require constructing ramps at building entrances
- Incorporate outdoor gathering and activity areas at building entrances that are consistent with first floor uses
- Install decorative fencing, walls and landscaping to screen parking areas from pedestrian ways



Pheasant Branch Trail

OUTDOOR SEATING & ACTIVITY AREAS

Guideline: The Pheasant Branch was settled as an activity center along the stage coach route, providing shelter, food and goods to travelers. This activity is encouraged to continue and utilize outdoor spaces.

- Locate outdoor seating areas between private development buildings and public rights-of-way, along streets or trails
- Outdoor seating is encouraged to be delineated by constructing picket fences or low stone walls
- Outdoor lighting should be low intensity and cast downward
- Uses are encouraged to engage with the public trail system
- Preserve views into public open spaces
- No private outdoor seating is allowed on public lands



Source: Milwaukee Journal Sentinel

SERVICE, STORAGE, & UTILITY LOCATIONS

Guideline: Service, storage, and utility areas, while necessary for business operation, should not be located within view from public streets or building entrances.

- Locate service areas to minimize impact on views from public streets, activity areas, adjacent businesses, and public trails
- Screen areas with landscaping, decorative fencing or walls
- Physically separate delivery, service, storage and utility areas from pedestrian areas, customer parking and building entrances
- All waste containers are encouraged to be located within the building, directly accessible from the exterior
- Conceal waste containers with enclosures that complement the colors, materials and form of the building
- Mechanicals should be screened with walls or landscaping
- Roof mechanicals shall be screened



LANDSCAPING

Guideline: All landscaping should complement the existing natural setting of the Historic Pheasant Branch Crossing and enhance proposed buildings to blend into this natural setting. All landscape plans must meet standards set in Standards for Off-Street Parking Areas and Landscaping in the Middleton City Code of Ordinances.

- Landscape plants should complement the building form
- Parking lots should be screened from public streets and public lands
- Landscape materials shall not interfere with fire hydrant locations
- Enhanced plantings should be installed along street edges where no buildings are located
- Plants native to Wisconsin and pre-settlement species are encouraged
- Development sites should include incorporate historic elements into landscape plans such as picket fence rows, hitching posts, lighting, stone walls that comply with the zoning code, etc.
- Landscaping adjacent to the Pheasant Branch Conservancy and Urban Greenway should be native and naturalized to transition between the conservation areas and development areas
- Invasive species should be removed prior to construction projects
- No invasive species shall be installed



Picket fence



Landscape wall using historic materials

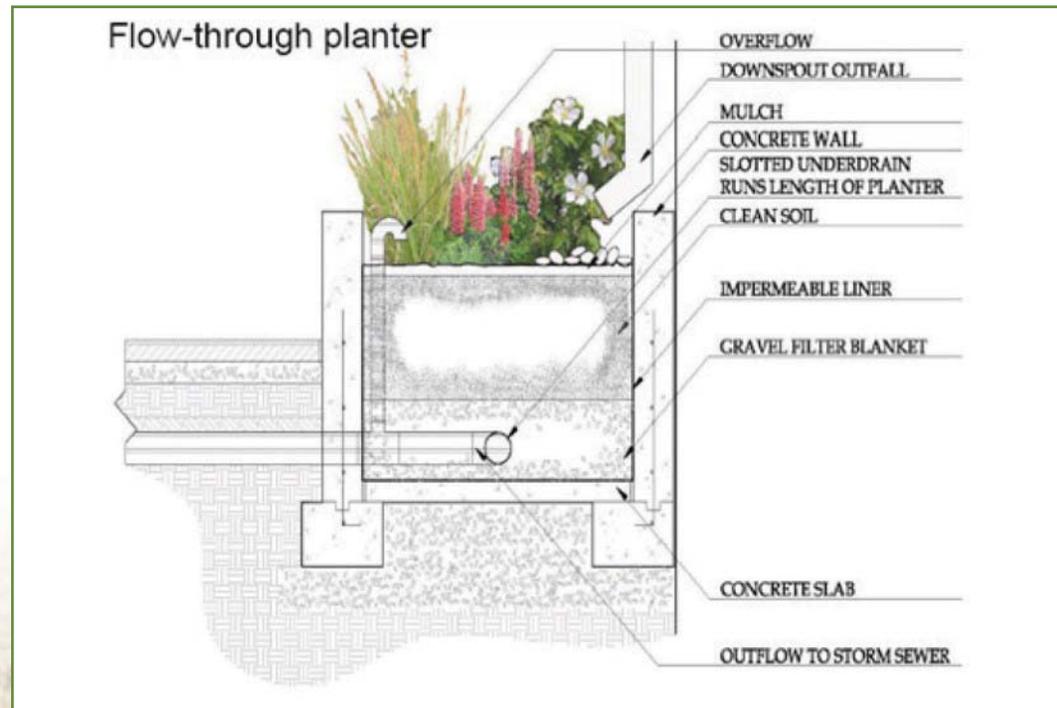


Enhanced landscaping along street edges with no buildings

STORMWATER BEST MANAGEMENT PRACTICES (BMP'S)

Guideline: The Historic Pheasant Branch Crossing is located at the connection of the Urban Greenway/Pheasant Branch Trail and the Pheasant Branch Conservancy. These areas must be protected from stormwater runoff, sedimentation and pollution. All stormwater management must meet the standards set in Chapter 26 – Stormwater Runoff Control of the Middleton City Code or Ordinances.

- Stormwater best management practices are encouraged to protect nearby environmentally sensitive lands (Pheasant Branch Conservancy and Urban Greenway)
- Bio-swales, parking lot islands, rain gardens, and/or stormwater planters are required for on-site stormwater controls
- If needed to develop a site, underground stormwater storage is encouraged, such as cisterns and stormwater cells



SIGNAGE

Guideline: Ground-mounted signage should market businesses and compliment architecture and site development. All signs must meet the standards in Chapter 22 – Sign Code of the City Code of Ordinances.

- Ground-mounted signs should be of monument style surrounded by landscaping to screen the sign base but not block the sign text
- One monument sign is allowed per development site
- Signs shall be professionally constructed of high-quality durable materials such as brick, stone, decorative metal and decorative colored concrete
- Signs should be constructed of the same materials as the buildings they represent, unless wood siding
- Pylon, electronic message sign, billboard, or inflatable signs are not allowed
- If a monument sign is illuminated, the illumination should be external
- All signs must meet the standards in Chapter 22 – Sign Code of the City Code of Ordinances

