

**SECTION 24:  
DOWNTOWN DEVELOPMENT DESIGN STANDARDS  
(Adopted – December 6, 2017)**

Sec. 24-01. Intent.

The intent of the development design standards in this article is to establish design standards applicable to new commercial and office development located outside the central business district to improve and enhance the visual and functional impact of new development in the Village of Mayville, and therefore, to enhance the public health, safety, and welfare. The intent of these regulation is to provide specific design guidelines that achieve the following:

- a) Encourage development and redevelopment that protects and enhances the traditional small-town character, fits within the traditional urban form and creates a character that reinforces a sense of community identity.
- b) Encourage a form of development that will achieve the physical quantities necessary to maintain and enhance the economic vitality of the various business districts, maintain the desired character of the city, prevent the creation of blight and protect property values.
- c) Promote the preservation and renovation of historic buildings, and ensure new buildings are compatible with, and enhance the character of, the Villages cultural, social, economic, and architectural heritage.
- d) Establish an integrated pedestrian system to encourage a walkable pedestrian environment.
- e) Encourage quality development to provide employment and diversify the tax base.
- f) Ensure that new development services the anticipated increased population and is designated to complement the community character.
- g) Encourage new development of existing areas.
- h) Implement recommendations of the Village of Mayville’s current and future plans. For example, Village’s master plan, parks and recreation plan, et al.

Sec. 24-02. Site Layout.

- a) *Physical features and site relationships.* All development in the Village shall minimize its impact on the natural environment and adjacent properties. Site design shall preserve and incorporate any natural features unique to the site. Specifically.
  - 1) *Topography and grading.* Site improvements shall be designed to minimize changes to existing topography. Topography and existing vegetation shall be utilized for screening, buffering, and transition of uses and developments. The project shall be designated to avoid massive grading to create flat building “pads” and shall maintain a naturally appearing grading design. Grading should be blended with the contours of adjacent properties.
  - 2) *Existing site features.* The design shall retain existing site features that are worthy of preservation as determined by the planning commission. The design shall also incorporate natural site amenities such as, creeks, wetlands, views, trees, natural ground forms, and similar features into the overall site design,
  - 3) *Building orientation.* The design shall be sensitive to the existing terrain, existing buildings in the surrounding area in terms of size, design, and orientation of buildings. Outdoor spaces shall be sensitive to views, climate, and the nature of outdoor activities that could occur in association with the project. This list is not exclusive.
  - 4) *Building design.* The design of buildings shall neither impair nor interfere with the development or enjoyment of other properties in the area. Though site planning and design, projects proposed near dissimilar land uses shall carefully address potential negative impacts on existing uses. These impacts may include, but are not limited to, traffic, parking, circulation and safety issues, light and glare, noise, odors, dust control, and security concerns.
  - 5) *Distance between buildings.* In a development in which there is more than one building, the distance between buildings shall be limited. Covered walks, arcades, landscaping and/or special paving shall be provided to connect buildings with each other and with the street. A variety in building size and massing shall be

encouraged provided that architectural and spatial consistency can be maintained through the use of proportion, height, materials and design.

- 6) *Applicability to entire site.* Site plans must address the entire parcel whenever new development is proposed, be it an addition to an existing structure, development or redevelopment of a portion of a site, or development or redevelopment of the entire site. Site plans shall address the need for improvements throughout the site to assure that proposed construction will be in compliance with this article.
- b) *Streetscape and pedestrian orientation.* Developments shall create a walkable, pedestrian scale. Site and building design shall address pedestrian needs and shall include creative approaches to improving pedestrian interest, access, and enjoyment.
  - 1) Spatial gaps and interruptions caused by parking or other non-pedestrian elements, such as building gaps, driveways, and service entries shall be avoided. Continuous pedestrian activity is strongly encouraged.
  - 2) Pedestrian spaces, such as covered walkways, courtyards and plazas shall be encouraged. The design shall encourage the development of open and attractive passageways between buildings and adjoining developments.
  - 3) The development should include plazas, courtyards, landscaping, public art, and similar amenities that are accessible and visible from the street.
  - 3) Solid, blank walls and other “dead” or dull spaces at street level are to be avoided. Visually interesting building facades shall be maintained and/or established to engage pedestrian interest. Outdoor seating and dining areas are encouraged.
  - 4) Decorative outdoor lighting and sidewalk design shall be consistent, uniform, and appropriate for the intended use.
  - 5) Intersections, crosswalks, and sidewalk design shall be consistent, uniform, and appropriate for the intended use.
  - 6) Rear façades of both new and existing buildings must be designed to permit public access from parking lots whenever appropriate.
  - 7) Vehicular cross-access between properties shall be provided to minimize the number of curb cut openings onto public streets. Generally, vehicular access shall be limited, with no more than one access per street frontage.
- c) *Pedestrian and vehicular circulation.* Developments shall be conveniently accessible to both pedestrians and automobiles. On-site circulation patterns shall be provided to minimize the number of curb cut openings onto public streets. Generally, vehicular access shall be limited, with no more than one access per street frontage.
  - 1) Pedestrian circulation patterns shall be safe, clearly defined, and direct. Unintentional pedestrian routes, which provide unsafe “shortcuts” and tend to damage landscape areas, shall be discouraged by providing appropriately located pedestrian routes along with pedestrian friendly barriers such as decorative fencing, feature walls, or landscaping to protect inappropriate pedestrian routes.
  - 2) Pedestrian access routes shall be buffered from the street, vehicular traffic, and parking areas through the use of greenspace and landscaping where possible. Pedestrian amenities such as benches, pergolas, gazebos, and water features along pedestrian access routes are strongly encouraged.
  - 3) Pedestrian access to building entrances from public sidewalks and parking areas shall be provided. The pedestrian routes shall be designed to separate pedestrian and vehicular traffic, and shall not detract from the design adjacent properties. Pedestrian circulations shall take precedence over vehicular circulation.
  - 4) Pedestrian linkages between adjacent uses shall be provided and emphasized. Distinct pedestrian access routes leading to primary buildings or structures from parking areas in large commercial developments, such as shopping centers or multi-use developments are encouraged.
  - 5) Bicycle parking shall be located in highly visible locations and shall be designed to permit users to lock bicycles to the parking rack. An internal bike circulation system is encouraged for large developments and shopping centers.

#### Sec. 24-03. Building scale and relationships.

The following building design standards are applicable to all buildings.

- a) *Scale.* Building and site design shall be compatible with the architecture, mixture of uses, and compact layout of a traditional small town.
  - 1) *Scale.* Buildings shall be designed with an urban scale. When building transactions are deemed necessary and architecturally appropriate, such transitions shall be well articulated and defined.
  - 2) *Human scale design.* All building designs shall be based on a human scale instead of incorporating overly large or exaggerated design elements oriented towards high-speed vehicular traffic. Wall insets, offsets, balconies, entries, and window projections are examples of building elements that shall be used to help reduce the scale or larger buildings.
  - 3) *Mass proportion.* The mass and proportion of structures shall be similar to structures on adjacent lots and on the opposite side of the street. Larger buildings may be broken up with varying building lines and rooflines to provide a series of smaller scale sections, which are individually similar in mass and proportion to surrounding structures.
- b) *Relationships to neighboring development.* The side design and building features of the proposed development shall take into account the character of the surrounding area.
  - 1) *Compatibility with the area.* Architectural design shall be compatible with the developing character of the area. Design compatibility shall include complementary building style, form, size, color and materials.
  - 2) *Compatibility within the site.* Multiple buildings on the same site shall be designated to create a cohesive visual relationship between the buildings.
  - 3) *Public spaces.* Buildings shall be located to provide functional outdoor and public spaces that enhance the use of the building and the neighboring buildings or properties.

#### Sec. 24-04. Building design.

Building design shall complement the intended traditional small-town character and architectural heritage of the community. The design shall consider the adaptive reuse of the building. Building design shall incorporate a clear and well-articulated design concept, and architectural detailing that creates a positive and visually consistent image shall be encouraged.

- a) *Front façade design.* All building façades that are visible from a street and/or neighboring property shall conform to the following design criteria:
  - 1) Linear, repetitive, or blank walls are prohibited on the front façade.
  - 2) Architectural features, details and ornaments such as archways, colonnades, cornices, contrasting bases, contrasting masonry courses, water tables, molding pilasters, columns, and corbelling, contrasting bands of color, stone or accent features are encouraged.
  - 3) Windows. Large window openings shall be provided at ground level with transparent, nonreflective, minimally tinted glass. Window shapes should be rectangular, square or Palladian (mostly rectangular with a semi-circular top). Circular, octagonal, or diamond shaped windows are not permitted unless they are consistent with specific traditional architectural style.
- b) *Rear or side façade design.* All sides of a building shall be similar in design, detail, and material to present a cohesive appearance to neighboring properties. Whenever a side or rear façade is visible from a public street, or if parking is located at the side or rear of a building, the façade shall be designed to create an appearance similar to the front façade.
- c) *Building materials.* The selection of materials shall enhance the architectural ambiance of the area and shall reinforce the permanency of the structure and the development as set forth herein.
  - 1) *Durable materials required.*
    - a. Materials shall have good architectural character, be durable and be selected for their compatibility with adjacent buildings and properties. A preference shall be given to the use of “green” building materials that can be recycled.
    - b. Reflective materials are discouraged.

- c. Special attention shall be given to the durability of materials used around the ground floor of buildings. Such materials shall require minimal maintenance and have colors integral to the material.
- 2) *Materials visible from the street.* A minimum of 60 percent of the exterior finish material of all building façades visible from any public street, parking lot or adjacent residentially zoned land (exclusive of window areas) shall consist of brick, cut stone, cast stone, architectural precast concrete, or wood. These materials must be used in any façade area subject to abuse or damage.

The planning commission may allow, upon applicant's request, the use of split face or burnished face concrete masonry units; however, such units must have an integral color. The remaining 40 percent of the façade (exclusive of window areas), including parapets and accent features, may incorporate other materials such as fiberglass-reinforced concrete, polymer plastic (Fypon) or exterior insulation and finishing systems (EIFS) materials for architectural detailing.

The planning commission may permit other material for façades that are not visible from a public street or parking lot and are adequately screened from adjoining land uses.

- 3) *Building material colors.* The planning commission shall review building colors as a part of site plan approval.
  - a. Exterior finish materials and colors shall be consistent or compatible with existing finish materials/colors in the case of building additions or renovations.
  - b. As part of review, samples of building materials may be required.
  - c. Exterior colors shall be compatible with colors on adjacent buildings and shall reinforce the visual character of the environment of the proposed building, subject to the review and approval of the planning commission. The colors shall be such that the buildings is not competing for attention; colors shall not, in any way, constitute "signing" of the building.
  - d. The following natural colors are encouraged to be used for the main portions of building façades and roof forms: neutral earth tones (sand to brown); shades of gray; traditional colors (brick red, forest green, navy blue, etc.); light subdued hues (salmon, putty, etc.) or white.
  - e. Contrasting accent colors that are compatible with the primary colors listed above are encouraged for trim, accent and other decorative architectural features. The use of bright or fluorescent colors (purple, orange, pink, lime, yellow, etc. is discouraged.
  - f. Architectural consistency of colors, materials and detailing shall be provided between all building elevations, subject to the review and approval of the planning commission. All elevations need not look alike however, a sense of overall architectural continuity shall be achieved.
- d) *Material or color changes.* Material or color changes shall only occur at a change of plane. Material changes at the outside comers of buildings that give the impression of "thinness" and/or discloses or highlights the artificial nature of the material shall be prohibited. Inconsistent adornment and frequent changes in material or color shall be avoided.
- e) *Soffits and other architectural elements.* Soffits and other architectural elements visible to the public shall utilize materials compatible with other exterior materials on the building.
- f) *Roof materials, color and design.* Roof materials, color and design are considered an integral part of material and color features of the proposed building and as such shall be consistent with the design intent. Pitched roofs on single story buildings shall be encouraged. Shingles shall be asphalt, fiberglass, tile, slate or cedar in color subject to review and approval of the planning commission. Standing seam metal roof systems may be permitted by approval of the planning commission. Single story buildings with flat roofs or higher buildings shall have decorative cornices. If a flat roof is used they may be made of rubber or build-up composition and shall be enclosed by parapets or peaked architectural features with a full roof return, at least 42 inches high or of a height to screen rooftop mechanical or other equipment. The planning commission shall determine the specific requirements of such screening.

- g) *Accessory buildings.* Accessory buildings that are part of a new development shall incorporate the same materials as are utilized in the primary structure. Accessory buildings that are connected on an existing site should incorporate a unifying element(s) with the existing principle building. The new accessory structure shall, however, make every effort to follow the intent of this document and incorporate the recommendations herein in the design of the new accessory structure.
- h) *Building entrance design.* All buildings shall have at least one primary public entrance. Main entrances to buildings shall incorporate devices such as canopies, roof overhangs, recessed entranceways, or other similar features to provide protection from the elements. The primary building entrance shall be clearly defined and provide a sense of entry. In addition, long blank walls along the sidewalk leading to the entrance should be avoided.
- i) *Stylized or prototype buildings.* Building design such that the building itself is an advertisement shall not be permitted. Building architecture shall not be of a design which intends to advertise a particular corporate or franchise style.

Sec. 24-05. Signs.

All signs shall be architecturally integrated and complement their surroundings in terms of size, shape, color, texture, and lighting. Signs shall complement the overall design of the building and shall not be designed to be in visual competition with other signs in the area.

- a) *Materials.* Signs should incorporate the same building materials used in the primary structure and should be in scale and style with the architecture of the principal building. Lettering should be selected that is consistent with the building and the message on the sign should be kept simple.
- b) *Overall sign plan.* All development shall have a sign plan with anticipates future development; building design shall provide logical sign areas, allowing flexibility for new and additional users. Design shall provide for convenient and attractive replacement of signs.
- c) *Logos.* Corporate or franchise logos may be used but with modification to blend with the character of the area and the building.

Sec. 24-06. Screening (fences and walls).

The impact of those elements of a site, which have an adverse effect on the subject site and surrounding sites, should be minimized.

- a) *Service areas.* Unattractive project elements including, but not limited to, delivery zones, storage areas, trash receptacles, transformers, and generators shall be located in areas that are generally not visible to the public. Such elements shall be screened by the use of landscaping or screening materials compatible with the principal building.
- b) *Dumpsters.* The location and method of screening of waste receptacles shall be shown on all plans, and an illustration depicting the path of refuse vehicles should be provided to ensure that conflicts with parked cars and structures are minimized.
- c) *Walls and fences.*
  - 1) All sound walls, masonry walls, or fences should be designed to minimize visual monotony through changes in plane, height, material, texture, or significant landscaping massing.
  - 2) All fencing shall be designed as an integral part of the site, such as a planter wall or continuation of an architectural wall feature, rather than as a separate fence.
  - 3) Chain link fencing is prohibited unless approved otherwise by the planning commission. In no case shall chain link fencing with wood or any type of inserts or lining be considered suitable.
  - 4) In highly visible public areas where fencing is needed, decorative fencing shall be provided by owner.
- d) *Utility meters shall be located in screened areas.*

Sec. 24-07. Development in the Economic Development Zone (EDZ).

Consult the Village of Mayville Design Guidelines and Exterior Wall Guidelines for suggested building design treatment for development in the Economic Development Zone, and building design requirements.