

RESOLUTION 07-08

Approval of Town of St. Croix Falls Zoning Ordinance Amendments and
The Adoption of Town of St. Croix Falls Commercial Design Guide Lines

WHEREAS, the Town of St. Croix Falls administers their own Zoning Ordinance; and

WHEREAS, paragraph 3 of Wisconsin Statute Chapter 60.62 relating to town zoning authority, if exercising village powers, reads: "In counties having a county zoning ordinance, no zoning ordinance or amendment of a zoning ordinance may be adopted under this section unless approved by the county board;" and

WHEREAS, the Town Board of the Town of St. Croix Falls approved the attached amendments to their Town Zoning Ordinance, and approved the attached Town Commercial Design Guide Lines on January 16th, 2008; and

WHEREAS, the Polk County Board of Supervisors must also approve of the Ordinance Amendments and Commercial Design Guide Lines.

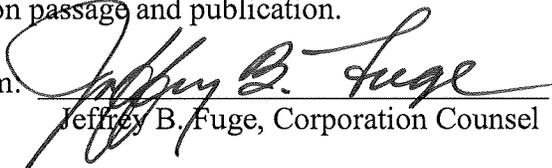
NOW, THEREFORE, BE IT RESOLVED, that the Polk County Board of Supervisors hereby approves the attached Zoning Ordinance Amendments and Commercial Design Guide Lines for the Town of St. Croix Falls.

Funding Amount: \$0.00.

Date Finance Committee Advised: N/A.

Effective Date: Upon passage and publication.

Approved as to form:

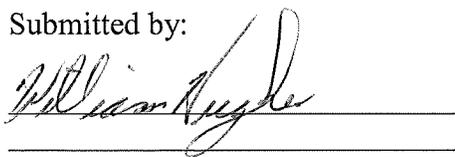

Jeffrey B. Fuge, Corporation Counsel

Date Submitted to County Board: March 11, 2008

County Board Action:

Adopted.

Submitted by:



TOWN
Of
ST. CROIX FALLS

Polk County, Wisconsin

Resolution 08-01

**A RESOLUTION ADOPTING ORDINANCE 07-03, AMENDING ZONING
ORDINANCE No. 1, CHAPTER III, SECTION C.3, COMMERCIAL
DISTRICT AND THE ADOPTION OF THE COMMERCIAL DESIGN
GUIDE LINES**

WHEREAS the Town Board for the Town of St. Croix Falls has village powers under Section 60.10(2)(c), Stats., that grants police powers as set forth in Section 61.34(1), Stats., to act for the good order of the Town, for its commercial benefit and for the health, safety, and welfare of the public; and

WHEREAS the Town of St. Croix Falls adopted Zoning Ordinance No. 1 on August 5, 1965, amended in its entirety on May 12, 1994 and subsequent amendments including the amendment on March 20, 2001; and

WHEREAS the Town Board of the Town of St. Croix Falls deems it advisable and necessary to amend Chapter III, Section C.3, Commercial district of the Zoning Ordinance No. 1 and to establish the Commercial Design Guide Lines; and

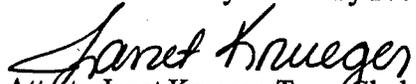
WHEREAS the Town Board of the Town of St. Croix Falls held the first reading of the proposed Chapter III, Section C.3, Commercial District amendments on December 19, 2007, held a public hearing on January 3, 2008, and a second reading on January 16, 2008.

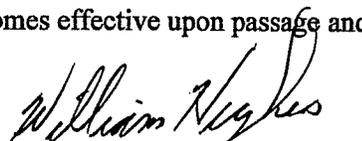
THEREFORE BE IT RESOLVED that the Town Board of the Town of St. Croix Falls does hereby amend Chapter III, Section C.3, Commercial District, by repeal and recreation and adoption of the Commercial Design Guide Lines; and

BE IT FURTHER RESOLVED that the Town Board of the Town of St. Croix Falls hereby petitions the Polk County Board of Supervisors to concur and ratify the amendment and the addition of the Commercial Design Guide Lines; and

BE IT FURTHER RESOLVED that this ordinance becomes effective upon passage and publication of this enabling resolution.

Dated this 16th day of January 2008


Attest: Janet Krueger, Town Clerk


William Hughes, Chairperson

Approved by:
__ Voice Vote

Roll Call Vote:

5 Yeas; 0 Nays; __ Absent/Abstain

3. COMMERCIAL DISTRICT.

The Commercial district is created to establish and protect locations in which a wide variety of compatible commercial uses may be located. Within this district, residential development, heavy manufacturing and non-retail commercial enterprises are not allowed in the interest of furthering the livelihood of the permitted retail commercial uses and protecting uses from the effects of incompatibility.

- a. All new commercial development and commercial development involving a structural alteration, addition, or repair to a structure that exceeds fifty (50%) percent of the equalized assessed value of the structure over the lifetime of the structure and those that include a significant change of use shall be subject to the Town Commercial Design Guidelines including site plan review and shall not be allowed unless approved by the Plan Commission and by the Town Board.

Development involving aggregate structure area includes any additions plus an existing structure. The value of alterations, additions and repair work shall include the value of all labor and materials.

A significant change of use is any change of use to a use that is not a permitted use.

All structural alterations, additions, or repairs must comply with the current State of Wisconsin, Department of Commerce Uniform Dwelling Code for residential buildings and the State of Wisconsin, Department of Commerce Building Code for commercial buildings and with any current applicable Polk County Ordinances.

- b. Permitted Uses. Permitted uses must abide by all Town Zoning Ordinances including a. of the Commercial Zoning District Ordinance. Requests to the Town Zoning Administrator in the Commercial Zoning District shall meet the requirements of Chapter I, Section D, g. (1) through (4). Permitted uses shall be reviewed by the Town Zoning Administrator for verified compliance with ordinances, Town Commercial Design Guidelines, and any applicable regulations from both State and County agencies.

The following are permitted uses:

- (1) Automotive accessory stores, including service, tires and automotive parts.
- (2) Bakeries.
- (3) Barber or beauty shops.
- (4) Banks and financial institutions.
- (5) Book and stationery stores.
- (6) Cabinet/fixture assembly shop with retail showroom.
- (7) Camera and photographic shops
- (8) Clothing and dry good stores.
- (9) Coin operated laundry establishments.
- (10) Drugstores and pharmacies.
- (11) Electrical, household appliance, radio, television and computer sales and services.
- (12) Equipment rental.
- (13) Fabric stores.

- (14) Farm implement, machinery, and services.
 - (15) Florist shops.
 - (16) Food and convenience shops.
 - (17) Furniture and flooring stores.
 - (18) Gift, boutiques, and antique shops.
 - (19) Gasoline stations primarily used by residents and the traveling public operating automobiles as defined in Section 340.01 (4) of the Wisconsin Statutes.
 - (20) Greenhouse when the primary use is the direct selling of retail goods and items to the public.
 - (21) Hardware, home improvement, and paint stores.
 - (22) Hotels and motels.
 - (23) Indoor roller rinks, indoor ice skating rinks and bowling alleys.
 - (24) Interior decorating stores and shops.
 - (25) Grocery stores and supermarkets.
 - (26) Jewelry stores.
 - (27) Health and athletic clubs, including such uses as tennis, racquetball, basketball, swimming, running tracks and exercise rooms.
 - (28) Libraries and museums.
 - (29) Liquor stores which are for off-sale only.
 - (30) Medical and dental facilities and medical supply stores.
 - (31) Mini storage. A series of bays, no wider than 20 feet, no longer than 40 feet, connected to each other with common walls and separate overhead doors with no utilities. No commercial or retail uses other than the original lease of space is permitted. The retail sale of storage, packing and moving supplies by the owner/operator of the mini storage facility is permitted in the facility office area.
 - (32) Municipal buildings.
 - (33) Music stores.
 - (34) Nonresidential day-care facility.
 - (35) Office equipment and office supply stores.
 - (36) Offices, including both business and professional.
 - (37) Optical and eyewear stores.
 - (38) Pet shops.
 - (39) Photo and art galleries.
 - (40) Picture framing and picture stores.
 - (41) Restaurants and eating establishments and those having an on-sale liquor license.
 - (42) Shoe stores and shoe repair.
 - (43) Sporting goods and athletic shops.
 - (44) Theaters, excluding outdoor or drive-in facilities.
 - (45) Travel agencies.
 - (46) Veterinarian clinics.
- c. **Special Exceptions.** The following are Special Exceptions to which Chapter 1, Section I shall apply.
- (1) Permitted uses with aggregate structure area over 10,000 square feet.
 - (2) Any use in a Commercial District not listed as a permitted use.
 - (3) Changes of use in a non-conforming structure or property.

Special Exceptions must have approval by the Plan Commission and Town Board.

In reviewing a special exception application, the Plan Commission shall consider the effect of the proposed use upon the health, safety, morals, convenience and general welfare of the occupants of surrounding lands, existing and anticipated traffic conditions, including parking needs, the effect on utility capacities, the effect on property values and scenic views in surrounding area, drainage, erosion control, environmental effects, and how the proposed use relates to any adopted County or Town comprehensive plan. The Plan Commission will give special attention to such factors as smoke, dust, noxious or toxic gases and odors, noise, glare, vibration, heavy vehicular traffic and increased traffic on public streets. If it determines that the proposed use is not detrimental to the above factors, and that the use is in harmony with the general purpose and intent of this ordinance and any comprehensive plan, the Plan Commission may recommend to the Town Board to grant the special exception permit.

If the Plan Commission grants the special exception permit, it may recommend conditions which are considered necessary to protect the public health safety and welfare and such conditions may include a time limit for the use to exist or operate. The Town Board may accept, modify or reject the Plan Commission recommendations under the terms of this section.

Application requirements. In the case of any commercial application a site plan and facility plan shall be submitted for each new request. Significant changes to any existing commercial use will require site plans and facility plans as part of the application.

Supplemental design and improvements standards for commercial special exception:

- (a) Minimum road right-of-way shall be sixty-six (66) feet unless the right-of-way pre-exists adoption of this ordinance. In this case, the Plan Commission and the Town Board, in its discretion, may authorize a reduced minimum right-of-way based on the criteria listed in (j) below.
- (b) Minimum pavement width shall be twenty-four (24) feet.
- (c) Minimum turn radiuses shall be sufficient to handle the size of vehicles likely to use the site.
- (d) All utilities, including electric, cable television, telephone, gas, water and storm and sanitary sewers, except electric power lines exceeding 1,200 volts, shall be underground.
- (e) Special exception use review shall include specification of plantings and landscape area. In design, every effort should be made to protect and retain existing trees, shrubbery and grasses not actually located in rights-of-ways, drainage ways, vision triangles, and the like. Trees should be required in road setback areas, particularly where the development is immediately adjacent to a residential area. A minimum of at least fifteen (15) percent of the area within the property lines of each lot shall be devoted to landscape purposes.

- (f) Any commercial lot that abuts or is across from a residential area shall have perimeter landscape screening that will substantially screen parking areas and headlights from vehicles.
 - (g) The Plan Commission and the Town Board may require deed restriction for architectural control and appearance consistent with the Town Commercial Design Guidelines.
 - (h) All roads, walk, driveways, parking lots and loading areas shall be paved meeting design approved by the Town Board.
 - (i) The Plan Commission and the Town Board may require cross easements where commercial lots are side-by-side to allow linking of parking areas.
 - (j) Road standards for commercial development may be increased by the Plan Commission and the Town Board. An increase of these standards will be on relevant information such as town plan, driveway widths, speed limit, number and types of vehicles using the road parking availability, sound engineering judgment, and other pertinent information.
- d. Lot Size, Yard and Building Requirements.
- (1) A minimum lot frontage of one hundred fifty (150) feet; a minimum lot area on one (1) acre; a minimum front yard of one hundred (100) feet (off the right-of-way, or one hundred fifty (150) feet from the center line, whichever is greater) are required in the district.
 - (2) Every part of a required yard shall be open to the sky unobstructed, except for accessory buildings in a rear yard.
 - (3) Side Yard. Minimum of twenty (20) feet.
 - (a) If buildings or abutting lots are not constructed with a common wall or with walls contiguous to one another, a side yard of not less than twenty (20) feet shall be provided. Where no side yard is required, an alternative access to the rear yard must be provided.
 - (b) There shall be a side yard of not less than fifty (50) feet along side of any lots in the Commercial District which abuts the side lot line of a lot in a Residential or Transition District and is not separated therefrom by a street or alley.
 - (4) Rear Yard.
 - (a) There shall be a rear yard of not less than twenty (20) feet in depth.
 - (b) There shall be a rear yard of not less that twenty-five (25) on any lot in the Commercial District which abuts the lot line of a lot in a Residential District.
 - (5) Height. A maximum building height of thirty-five (35) feet commencing at the grade of the natural topography. There shall be a maximum of two and one-half (2 ½) stories.
- e. Off-Street Parking.
- (1) Provisions must be provided for off-street parking and loading for every commercial use in accordance with Chapter VI, Off-Street Parking.
 - (2) Parking is permitted between the right of way and the setback lines.
 - (3) Roads, walk, driveways, parking lots and loading areas shall be paved and striped meeting design approval by the Town Board and in accordance with Chapter VI, Off-Street Parking.
- f. Access to Class B Highway.

- (1) Existing Use. There shall be no more than two (2) points of ingress or egress from Class B or Class C highways to a service road servicing the Commercial District.
 - (2) Future Development. Property adjacent to Class B highways shall be in accordance with "limited access" as provided for in Chapter IV of this ordinance.
- g. Outdoor Display. Outdoor displays may not impair visibility so as to block the view from the highway of adjoining businesses. Outdoor display may not be located closer to the highway than the right-of-way.
- h. Outdoor Storage. With the exception of merchandise on display, for the purpose of sale, no merchandise may be stored on the premises except in an enclosed building. Crates, tarps, tents or temporary sheds and lean-tos are inadequate enclosure except as temporary measures for a period of ten (10) days or less per month.
- i. Town Commercial Design Guidelines.
Town Commercial Design guidelines shall be applied to all new commercial development and commercial development involving a structural alteration, addition, or repair to a structure that exceeds fifty (50%) percent of the equalized assessed value of the structure over the lifetime of the structure and those that include a significant change of use.
- j. Minimum Improvements
Change of permitted use in existing buildings deemed to not be in compliance with the off-street parking section of this Ordinance, shall be required to make improvements to meet that section.
- Change of permitted use in existing buildings shall also be required to correct any exterior lighting that does not meet the standards of Section VI, 2, f. of the Commercial Design Guidelines.
- k. Concept and Site Plan Review and Procedure. The procedure for concept, preliminary and final site plan review shall occur as follows:
- (1) Meet with the Zoning Administrator to review requirements and the concept plan.
 - (2) The Zoning Administrator, applicant, and owner if not the same shall present the plan to the Plan Commission for concept review and comment.
 - (3) Submit a complete application and site plan by applicant and owner if not the same.
 - (4) The Plan Commission will hold a public hearing for site plan review.
 - (a) The Plan Commission may recommend approval.
 - (b) The Plan Commission may recommend denial of the site plan and provide the applicant findings of fact of why the site plan was rejected.
 - (c) The Plan Commission may table the action and request additional information and/or changes.
 - (5) Town Board approval is required for the site plan.
 - (6) The applicant must take action on the approved application within one (1) year of approval by the Town Board and hold a certificate of occupancy

within two (2) years of holding a building permit or the application is null and void.

1. Review Process for Permitted Uses.

- (1) Meet with the Town Zoning Administrator to review for verified compliance with ordinances, Town Commercial Design Guidelines, and any applicable regulations from both State and County agencies.

Town of St. Croix Falls

Commercial Design Guidelines

Adopted January 16, 2008

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TOWN OF ST. CROIX FALLS
COMMERCIAL DESIGN GUIDELINES

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I. INTRODUCTION

The Town of St. Croix Falls, located in western Polk County, Wisconsin, is in a rural setting with some major thoroughfares including both Federal and State Highways. These major thoroughfares provide easy access to the Twin Cities metropolitan area and also provide a location for compatible commercial uses to be located. To integrate such uses along these highways, lands are zoned commercial and the Comprehensive Plan designates these areas for commercial uses.

II. PURPOSE AND INTENT

The Commercial Design Guidelines have been prepared to provide the minimum design criteria for commercial development within the Town of Saint Croix Falls. These guidelines are intended to result in the enhancement of community appearance as well as further the establishment of a sense of place by the following:

- The use of specified high quality building materials.
- Identification and consistent use of design elements which contribute to quality and good design in site planning, architecture, landscaping, and signage.
- Creating a consistent, cohesive character within a development that is also compatible to its surroundings.
- Encouraging development that is not dictated by franchise architecture and is punctuated by unique, individualized building design decisions.
- Promoting orderly and logical patterns of commercial development.

High quality design solutions deviating from strict interpretation of guidelines noted herein may be considered for approval by the Town only when the resulting design is one which is determined to be desirable by the Town and enhancing of the community. The Town will encourage the implementation of alternative or innovative practices and may modify these Design Guidelines if equivalent public benefits are provided without adverse impact on the community.

III. APPLICABILITY

The Town Commercial Design Guidelines will be applied to the Commercial Zoning District. Pursuant to Town Zoning Ordinance Chapter III, 3:

All new commercial development and commercial development involving a structural alteration, addition, or repair to a structure that exceeds fifty (50%) percent of the equalized assessed value of the structure over the lifetime of the structure and those that include a significant change of use shall be subject to Town Commercial Design Guidelines including site plan review and shall not be allowed unless approved by the Plan Commission and by the Town Board.

Development involving aggregate structure area includes any additions plus an existing structure. The value of alterations, additions and repair work shall include the value of all labor and materials.

A significant change of use is any change of use to a use that is not a permitted use.

All structural alterations, additions, or repairs must comply with the current State of Wisconsin, Department of Commerce Uniform Dwelling Code for residential buildings and the State of Wisconsin, Department of Commerce Building Code for commercial buildings.

All structural alterations, additions or repairs must comply with any current applicable Polk County Ordinances.

A site plan and facility plan shall be submitted for each new request to which the ordinances apply. The Plan Commission will consider the architecture and design of a building, its arrangements on the lot, landscaping, parking, pedestrian amenities, signage, lighting and other design elements. These standards are intended as a guideline for development of commercial properties. These guidelines shall serve as guidepost for developers in understanding the type of development that is encouraged and what shall be reviewed by the Plan Commission in considering site plan approval. Non-compliance to these guidelines may be grounds for denial of a project. Compliance with these guidelines does not assure or guarantee approval of a project, and does not create any entitlement or right to approval.

Development of commercial properties is subject to Town Commercial Design Guidelines and should expect a 120 day minimum approval process to allow for community input and review into the design process.

IV. IMPLEMENTATION PROCEDURES

These guidelines and standards are intended to encourage an orderly and logical pattern of commercial development that is easily recognized by local residents, and that enhances the Town of St. Croix Falls.

The design issues inherent in commercial development are generally easier to resolve if the full extent of commercial development at a particular location is dealt with as one unified project, rather than split into a number of isolated projects. Although ownership patterns may limit the degree to which large parcels can be assembled, preliminary development plans should contain all contiguous land under the developer's control, including land that's use or zoning is not commercial. Cooperative planning between adjacent property owners is encouraged and may, in some cases, be required.

In the event of a conflict or discrepancy between this document and any other Town document, the most restrictive shall apply. Large retail development over ten thousand (10,000) square feet may require increased setbacks and other additional development criteria in addition to the development criteria herein, specific to each development as may be conditioned in site plan approval. In addition, during site plan review, the Town may require certain elements for these standards to be imposed for existing commercial uses when a significant change occurs.

V. APPROVAL PROCESS

The procedure for concept, preliminary and final site plan review shall occur as follows:

1. Meet with the Zoning Administrator to review requirements and the concept plan.

2. The Zoning Administrator, applicant and owner, if not the same, shall present the plan to the Plan Commission for concept review, comment, and approval or denial.
3. Submit a complete application and site plan by applicant and owner if not the same.
4. The Plan Commission will hold a public hearing for site plan review.
 - a. The Plan Commission may recommend approval.
 - b. The Plan Commission may recommend denial of the site plan and provide to the applicant findings of fact for why the site plan was rejected.
 - c. The Plan Commission may table the action and request additional information and/or changes.
5. Town Board approval is required for the site plan.
6. The applicant must take action on the approved application within one (1) year of approval by the Town Board and hold a certificate of occupancy within two (2) years of holding a building permit or the application is null and void.

VI. SPECIFIC DESIGN GUIDELINES

1. Site Design

a. Preservation of Natural Features

Preserving natural features enhances the local character as well as protects natural functions, including storm water management, air purification, and provision of shade. New development shall work with the natural environment by preserving and integrating natural features, including mature trees, where feasible.

- i. Development should integrate existing natural features into the overall design and layout of the development. Existing natural features should be used to create site amenities and provide physical separators and buffers from adjacent development where needed.
- ii. Preservation of existing trees and vegetation should be preserved whenever possible to act as buffers between adjoining developments and as site amenities within the development. The developer shall submit an existing tree preservation plan. If the preserved trees and vegetation are in the appropriate location they may be credited to fulfill landscaping and buffering requirements.
- iii. During the construction process, significant trees shall be protected with a barrier fence, the tree preservation plan shall show such barrier fences. Grading shall be avoided within the root area or drip line on any existing preserved trees.

- iv. Whenever possible new development should maintain the natural topography on a site through sensitive site organization and minimizing land disturbance. Extensive grading or unusual site improvements (e.g., large retaining walls) to force a preconceived design onto a particular piece of property is strongly discouraged.
- b. Landscaping. A detailed landscape plan is a required element of site plan approval.
- i. Where a façade abuts property used for residential purposes, an earthen berm no less than six (6) feet in height shall be provided. The berm shall be planted, at a minimum, with a double row of white pine, maples, pin oak, or linden trees, at intervals of fifteen (15) feet on center, or in clusters or clumps.
 - ii. One (1) street tree, two and one-half (2 ½) inch caliper, balled and burlapped, shall be planted every thirty (30) feet along that part of the perimeter of the parcel that abuts a public right-of-way with such trees being long-lived native species. Such trees shall be planted within ten (10) feet of all public and private streets and drives.
 - iii. Sites that contain significant stands of native trees, springs or creeks shall incorporate the preservation of such into the site plan.
 - iv. All main entrances to the development site shall be extensively landscaped with entrance islands.
 - v. A minimum of at least fifteen (15) percent of the area within the property lines of each lot shall be devoted to landscape purposes.
 - vi. All utilities, including cable television, telephone, gas, water and storm and sanitary sewers, except electric power lines exceeding 1,200 volts, shall be underground.

2. Parking Lots and Access

- a. Parking lots shall be landscaped to include street trees and pedestrian walkways and areas.
- b. One (1) two and one-half (2 ½) inch caliper canopy shade tree, balled and burlapped, shall be required for every twelve (12) parking spaces or, in the case of car dealerships, for every twelve (12) show spaces.
- c. In parking lots containing fifty (50) spaces or more, with two drive aisles or more or two or more parking bays, at least fifty (50) percent of the required canopy shade trees shall be planted in interior landscaped islands, each having a minimum area of eighty (80) square feet of ground area per tree.
- d. At least ten (10) percent of the interior space of all interior parking lots shall be landscaped areas.

- e. Each landscaped island shall include one or more canopy shade trees. Each landscaped island shall be greater than eight feet in its smallest dimension. All landscaped islands shall have raised concrete curbs. Selection of plant materials should be based on their year-round interest (deciduous color, spring flower, fruits, or branching patterns) as well as their form, texture and shape.
- f. Parking lot lights shall be total cut-off luminaries with angles of less than ninety degrees to ensure no fugitive up lighting. Exterior lighting shall not exceed more than 0.5 foot-candles above ambient levels along all property lines and shall not exceed an average illumination level of 1.0 foot-candles in public parking and pedestrian areas.
- g. Poles in parking lots shall have a maximum height of twenty four (24) feet measured from finished grade.
- h. Incorporate any existing, older trees into new site plan development whenever possible. Other local landscape features, such as rock outcroppings, shall also be maintained or introduced into the site's landscape design.
- i. Asphalt and concrete are acceptable paving materials for parking areas, but additional materials, such as tile, brick, and exposed aggregate may be introduced where appropriate. The use of recycled material is encouraged.
- j. Parking lots shall be paved and graded so that storm water draining from the site will not cross public sidewalks.
- k. End row parking should be protected from the turning movements of other vehicles with curbed landscaped islands.
- l. All roads, walkways, driveways, parking lots and loading areas shall be paved meeting design approved by the Town Board.
- m. The Plan Commission and the Town Board may require cross easements where commercial lots are side-by-side to allow linking of parking areas.
- n. Minimum road right-of-way shall be sixty-six (66) feet unless the right-of-way pre-exists adoption of the ordinance.
- o. Minimum access point width shall be twenty-four (24) feet.
- p. Minimum turn radiuses shall be sufficient to handle the size of vehicles likely to use the site.
- q. The Town may require, at the developer's expense, the construction or easement of right-of-way for frontage or backage roads to ensure continuous movement of vehicles between various and adjacent land uses and to alleviate traffic volume on Highway 8 and Highway 35, thus improving public health and safety.
- r. Road standards for commercial development may be increased by the Plan Commission and the Town Board. An increase of these standards will be on relevant information such as Town plans, driveway widths, speed limit, number

and types of vehicles using the road parking availability, sound engineering judgment, and other pertinent information.

3. Pedestrian Circulation

- a. Sidewalks at least five (5) feet in width shall be provided where pedestrian traffic will occur.
- b. One (1) street tree shall be planted every thirty (30) feet along all public or private rights-of-way and such shall be located between the public sidewalk and the roadway.
- c. Sidewalks at least ten (10) feet in width shall be provided along the full length of the building façade featuring a customer entrance, and along any façade abutting public parking areas. These sidewalks shall be located at least six (6) feet from the façade to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the façade.
- d. Internal pedestrian walkways shall have weather protection features, such as awnings or arcades within thirty (30) feet of all customer entrances and shall be constructed parallel to the façade of the building but need not extend into driving aisles or parking areas.
- e. All internal pedestrian walkways shall be distinguished from driving surfaces to enhance pedestrian safety and comfort, as well as attractiveness of the walkways. Front entrance drives shall allow for a pedestrian crosswalk, allowing for unimpeded pedestrian movement from the store entrance to the parking areas, by having raised colored decorative brick, or colored asphalt imprinted walkways of at least forty (40) feet in width connecting the front entrance to the parking areas.
- f. Provisions shall be made for bicycle and motorcycle parking.

4. Materials and Colors

The following applies to facades that are visible from a public street or adjacent property:

- a. Predominant exterior building materials shall be high quality materials, including but not limited to brick; wood; hardie plank; stone; tinted and textured concrete masonry units; and exterior insulation and finish systems (EIFS).
- b. Façade colors shall be low-reflectance subtle, neutral, or earth-tone colors. The use of high intensity colors, metallic colors, black, or fluorescent colors is prohibited.
- c. Building trim and accent areas may feature brighter colors, including primary colors.

5. Facades and Exterior Walls

The following guidelines apply to facades that are visible from public streets or adjacent properties:

- a. Facades greater than seventy five (75) feet in length, measured horizontally, shall incorporate wall plane projections or recesses having a depth of at least three percent (3%) of the length of the façade and extending at least 20 percent (20%) of the length of the façade. No uninterrupted length of any façade shall exceed seventy-five (75) horizontal feet.
- b. Ground floors facades that face public streets shall have arcades, display windows, entry areas, awnings, or other such features along no less than 60 percent (60%) of their horizontal length.
- c. Building facades shall include no less than three (3) of the following elements:
 - i. Color change
 - ii. Texture change
 - iii. Material module change
 - iv. Expression of architectural or structural bay through a change in plane no less than 24 inches, such as an offset, reveal or projecting rib.
- d. At least one (1) of the above elements shall repeat horizontally. Elements shall change at intervals of no more than thirty (30) feet, either horizontally or vertically.

6. Customer Entrances

A sense of entry or arrival must be created at primary entryways into the development. Building placement, landscaping, gates, entry monuments, specialty lighting and other design elements can be used to create this design effect.

- a. Each principal building on a site shall have a clearly defined, highly visible customer entrance featuring no fewer than three (3) of the following:
 - i. Canopies or porticos
 - ii. Overhangs
 - iii. Recesses/porches
 - iv. Arcades
 - v. Raised corniced parapets over the door
 - vi. Display windows
 - vii. Peaked roof forms
 - viii. Arches
 - ix. Outdoor patios
 - x. Architectural details such as tile work and moldings that are integrated into the building
 - xi. Integral planters or wing walls that incorporate landscaped areas and/or places for sitting
- b. A sense of entry or arrival must be created at primary entryways into the development. Landscaping, entry monuments, specialty lighting and other design elements can be used to create this effect. Native landscape elements may include trap-rock boulders, limestone, and white pines.

7. Roofs

1. Rooflines shall be varied with a change in height seventy five (75) linear feet in the building length.
2. Roofs shall have no less than two (2) of the following features:
 - i. Parapets, mansard roofs, gable roofs, hip roofs, or dormers shall be used to conceal flat roofs and roof top equipment from public view. The average height of parapets shall not exceed fifteen percent (15%) of the height of the supporting wall, and parapets shall not at any point exceed one third (1/3) of the supporting wall. Parapets shall feature three dimensional cornice treatments.
 - ii. Overhanging eaves, extending no less than three (3) feet past the supporting walls. Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to one (1) foot of horizontal run.
 - iii. Three (3) or more roof slope planes, with varying lengths and design.

8. Central Features and Community Spaces

This section is applicable to all developments exceeding 50,000 square feet in total gross floor area.

- a. At least (1) of the following community and public spaces shall be provided:
 - i. Patio/seating area
 - ii. Pedestrian plaza with benches
 - iii. Window shopping walkway
 - iv. Outdoor play area
 - v. Kiosk area
- b. All central features and community spaces shall have direct access to the public sidewalk network and shall not be constructed of materials that are inferior to the principal materials of the building and landscape.

9. Outdoor Storage

- a. Areas for truck parking, trash collection or compaction loading, or other such uses shall not be visible from public or private abutting rights-of-ways, and, to the greatest extent possible, shall be located in the back of buildings.
- b. No areas of trash collection or compaction, loading, or other such uses shall be located within fifty (50) feet of any public or private street, public sidewalk, or internal pedestrian way.
- c. Loading dock, truck parking, outdoor storage, utility meters, HVAC equipment, trash collection (i.e. dumpsters), trash compaction, and other such services shall be incorporated into the overall design of the building and the use of screening landscaping so that the visual and acoustic impact of these functions are fully contained and out of view from adjacent properties and public streets. Screening materials shall not be inferior to the principal materials of the building and landscaping.

- d. Soda, water and other vending machines of a similar size should be placed within a building or with proper buffering of side views. Smaller vending machines, such as newspaper machines, are exempt from these criteria.

10. Storm Water Detention Ponds

- a. All storm water detention ponds on site shall be landscaped with one (1) white coniferous tree for every thirty feet of the outside ring of the pond and ponds slopes shall be seeded with a wild-flower seed mix. In addition, one (1) red twig dogwood shrub shall be planted every fifty feet for each downward slope of five feet. The Town shall work with the developer in reviewing landscape plans for storm water detention and such landscape plans shall be submitted with the preliminary plat. The Town may require the developer to construct a four (4) foot high black decorative fence around storm ponds where such are designed or placed in such a manner that left unimpeded pose a risk to the public health and safety.
- b. The maximum side slope shall be 5:1.
- c. Irregular configuration is encouraged.

11. Park and Recreation Dedication

The Town's Parkland Dedication Fee shall be applied per Resolution regarding subdivision plat review fees and other land-use and zoning fees for the Town of St. Croix Falls.

12. Developer's Agreement

The Town shall require site plan approval to be accompanied by a Developer's Agreement which shall incorporate certain understandings or agreements in interpreting these guidelines and other agreed upon standards or conditions of site plan approval.

The Developer's Agreement shall address the payment of all utilities including but not limited to storm water and street infrastructure. In addition to abiding by all Town codes and ordinances, the Developer may also be required to make off-site improvements where public health and safety is involved or as determined by a traffic impact statement.

The Town may employ, on behalf of the Town, an independent technical expert to review technical materials or design proposals submitted by the applicant or to prepare any technical materials or design evaluations required but not submitted by the applicant. The applicant shall pay the costs of such review and/or independent analysis. In addition, the Developer is required to pay all engineering review and building inspection fees associated with both plan review and construction of the project.