



**Village of Shorewood**  
Central District Master Plan  
Design Guidelines

THE LAKOTA GROUP



Shorewood, WI

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### Introduction

The following Design Guidelines should be used by landowners, businesses, developers, planners, architects, landscape architects, and engineers as a design palette or “guiding” principles for developments proposed in Shorewood’s Central District, which is located along Capitol Drive and Oakland Avenue. They are based on the Central District Master Plan and supplement the Village’s Zoning Code.

The Design Guidelines are intended to assist the Village in maintaining and enhancing its physical character by encouraging development proposals that strive for high-quality design. They provide design direction that respects the Village’s history and retains its eclectic architectural character while ensuring that new development “fits” the “small town, in-town” character of Shorewood. They are intended to produce efficient, sustainable, and attractive developments of the highest quality, which are consistent with the goals and direction of the Master Plan.

The design of each development, whether it consists of one or multiple buildings, will be reviewed by Village staff, the Design Review Board, and Plan Commission for its suitability for a given site, compatibility with adjacent development, and consistency with the goal of improving the design quality of Shorewood’s built environment.

Shorewood and its Central District include many high-quality buildings, both older structures and new construction, in a variety of styles. Spanish Revival, Tudor Revival, Art Deco, Modern, and other styles are represented in the District. The Village seeks to retain this eclectic mix of styles and encourage high-quality design of new buildings. To further enhance the District, the Village also encourages property and business owners to renovate existing buildings and façades in accordance with these guidelines. Improving existing buildings will bring more immediate physical change to the District and further enhance it as a special, distinct place to shop and visit.

Design goals include:

- Maintaining and encouraging architectural diversity in the District.
- Retaining Shorewood’s “Small Town,” “Main Street,” pedestrian-oriented context.
- Allowing new building technologies and architectural styles while retaining the human scale and charm of the District.

Many of Shorewood’s buildings feature a wide variety of styles with rich details. Distinctive architectural elements include tile roofs, decorative cornices, a rooftop greenhouse, wall clocks, and icon signs. The following guidelines encourage new construction that incorporates similar design details.



Attractive, detailed storefronts give “Main Street” character.

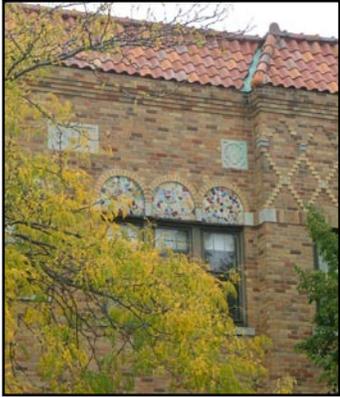
### Architectural Variety



# Architectural Variety



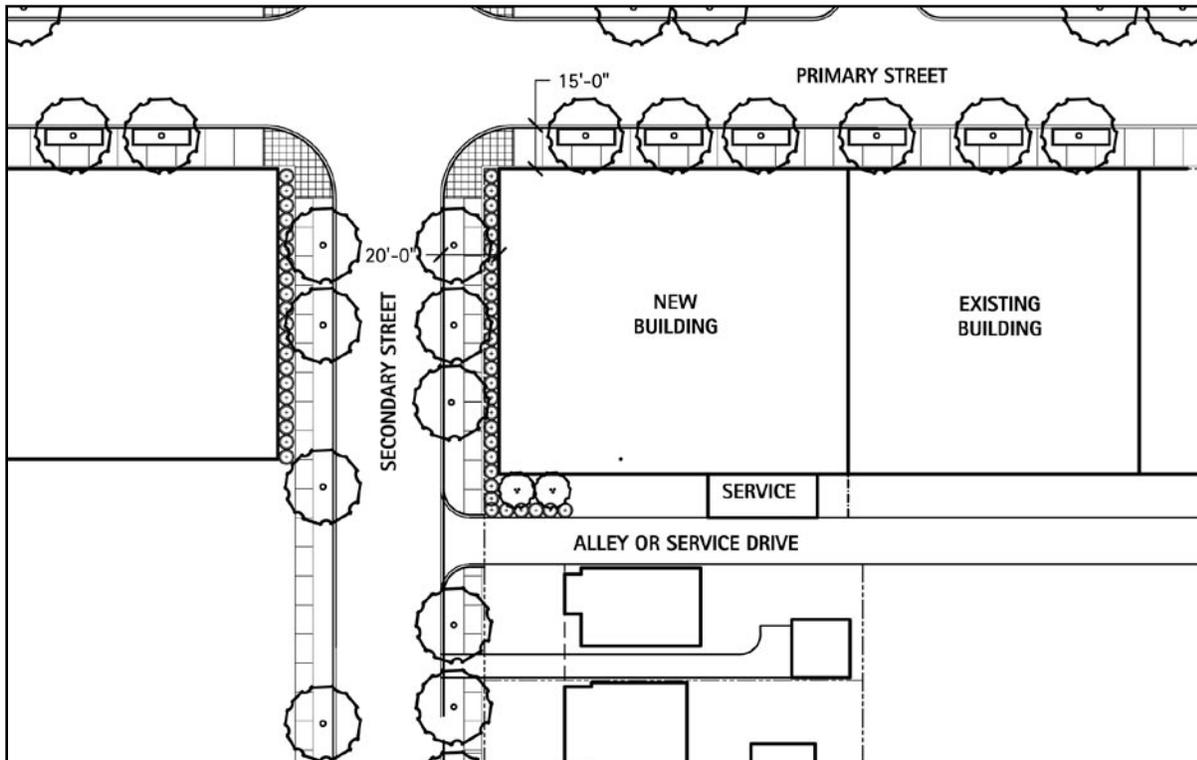
# Architectural Variety



## Site Design

### Building Setbacks

- New construction shall follow the Village’s 15-foot build-to line to maintain the District’s shopping “streetwall.” Existing buildings set back from the sidewalk shall include landscaping and fencing to maintain the 15-foot setback and streetwall and enhance the pedestrian experience.
- Corner buildings shall follow a 20-foot minimum build-to-side-yard line on side streets (not Oakland and Capitol). At the intersection of Oakland and Capitol, corner buildings should be placed at the 15-foot setbacks on both streets.
- Parts of the first floors of buildings may be set back or notched from the build-to lines up to a maximum of 50% of the building frontage with a depth of no more than 10 feet.
- Residential balconies on upper floors can extend up to 6 feet beyond the build-to line.
- Primary store entrances shall be located along the primary street frontage, with secondary entrances located behind the building or along a secondary street.



# Shorewood Central District Master Plan

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## Section 9: Design Guidelines



Mixed-use building holding the corner.

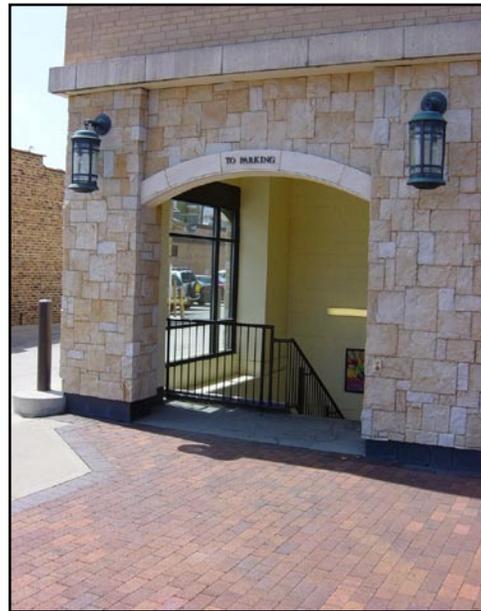
- The first floor of a new building in commercial areas shall have a zero-setback from the interior side property line unless a pass-through is necessary for pedestrian access through the site.
- Gangways and narrow alleys between buildings are not allowed.
- Where gangways and narrow alleys between buildings exist, they shall be gated with decorative fencing and/or arches, lighted with decorative fixtures, or clearly signed for visibility and security if they are used for pedestrian access.

### **Drive-Through\Drive-Up Facilities**

- Any new development that incorporates drive-through or drive-up facilities shall carefully consider the location of any speaker equipment or mechanisms with regard to noise impacts.
- Drive lanes and stacking or queuing lanes for drive-through or drive-up facilities shall not be located along a primary or secondary street.
- Multiple access points to drive-through or drive-up facilities from primary streets are prohibited. Access to drive/stacking/queuing lanes must be from within the site and not via direct curb cuts onto primary streets.

### Parking Areas

- Parking areas in front of buildings are prohibited.
- Mid-block parking lots should be limited to avoid breaking up the shopping streetwall.
- Dedicated parking for single businesses is discouraged. Shared parking shall be considered to minimize the visual impact of land devoted to parking and to provide more efficient parking.
- Parking curb cuts along the street shall be minimized and businesses encouraged to share access points.
- Owners, employees, and residents should park in the rear of parking lots or on the upper floors of future parking decks rather than occupy spaces on primary streets or prime parking areas.
- Parking areas shall be screened with fencing and landscaping at street and sidewalk edges and adjacent to residential buildings. Fencing, walls, and landscaping shall be a maximum of 30 to 40 inches in height and shall preserve sight lines at entrances/exits to reduce conflicts between pedestrians and motorists.



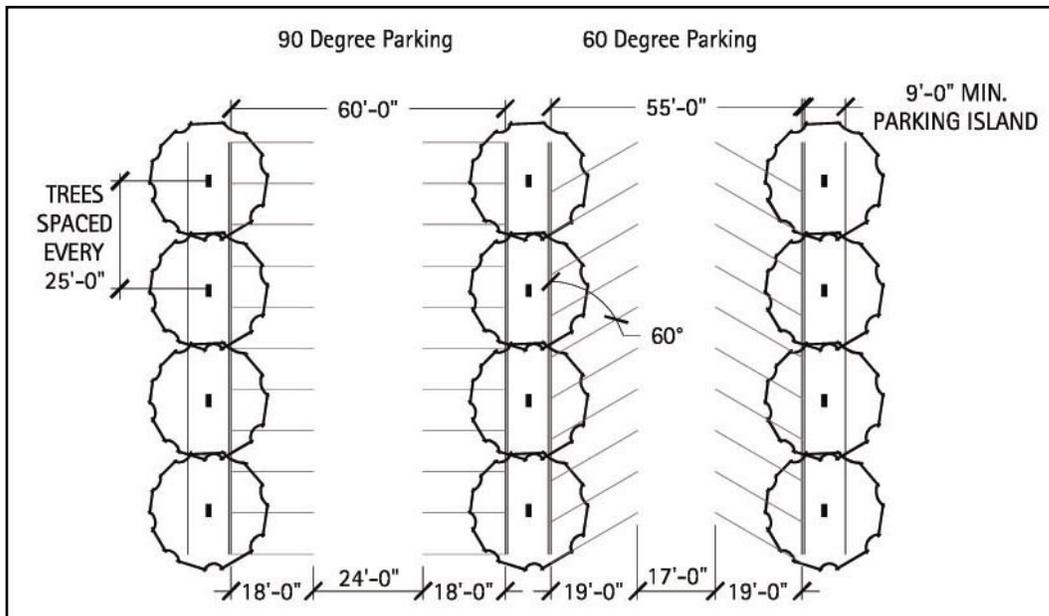
Attractive parking deck and underground parking entrance.

# Shorewood Central District Master Plan

## Section 9: Design Guidelines



Landscaped/screened parking lot edges.



Parking lot designs for perpendicular parking and 60-degree angle parking.

- Parking area lighting shall be designed to Village standards and minimize impact on surrounding properties.
- Parking areas shall be designed to accommodate snow removal and storage.
- Bicycle parking shall be considered and placed in safe, convenient locations.
- Accessory surface parking lots for apartment buildings should be adjacent to the building when feasible, shall include clear signage to delineate who is permitted to park in the lot and during which hours, and shall include additional screening between the lot and adjacent residential buildings.

### **Outdoor Cafes**

- Outdoor cafés/seating areas are encouraged to make the District more active and enhance its overall pedestrian-oriented character, especially in areas identified as key commercial/retail/restaurant locations.
- Outdoor cafés are required to maintain at least 5 feet of sidewalk clear space to maintain a clear pedestrian zone. Second-story terraces and recessed café spaces for outdoor dining are encouraged where sidewalk space is limited. Second-story terraces or recessed cafés shall be integrated into the design of restaurants and the overall building.
- For outdoor cafés, tables, chairs, and other equipment should be kept out of the pedestrian zone. The pedestrian zone also should be clear of street trees, tree grates, and other landscaping.
- A temporary or seasonal barrier or edge is encouraged to define outdoor cafe spaces and ensure a pedestrian clear zone. The barrier should be a simple decorative railing, fence, planters, or a similar element. The design of the barrier should reflect the style of the building or coordinate with Village streetscape and shall be reviewed and approved by the Design Review Board.

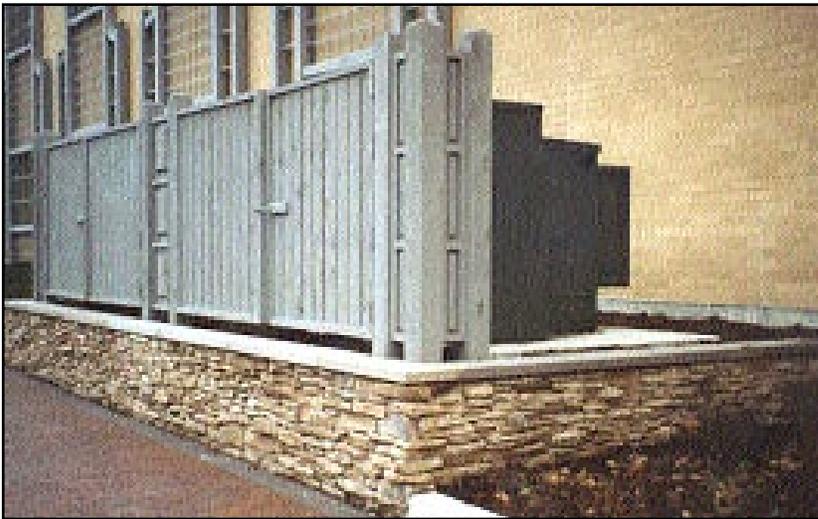
# Shorewood Central District Master Plan

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## Section 9: Design Guidelines

### Service Areas

- Accessory service areas behind buildings are not always designed in a manner consistent with the front or sides, and are often visible to pedestrians. Loading, trash, and utility areas shall be incorporated into site plans and building designs.
- Loading, trash, and utility areas shall be enclosed and screened from street and sidewalk views. Screening materials should complement the building, as well as adjacent buildings and be effective in every season.
- Separate areas for loading, trash, and utilities for individual businesses are discouraged. Shared service areas between businesses should be considered for ease of maintenance and improved aesthetics.
- Loading, trash, and utility areas shall be designed to accommodate snow removal and storage.



Screened utility area.

### Building Design



Mixed-use building.

- Building design in the District shall be oriented toward pedestrians. To maintain an active pedestrian environment, buildings shall be oriented toward streets, sidewalks, and/or public plazas.
- Architectural design shall articulate and enhance buildings, especially those at street corners, because of their prominence and visibility. Where appropriate, features such as a cupola, atrium, clock tower, and/or varying rooflines should be considered to add visual interest to the District.
- Building orientation, setbacks, and design elements shall encourage visual continuity between developments.
- Retail and other active uses are strongly encouraged at the ground level. In the B-1 zone, first-floor commercial uses are required.
- Building entries should be clearly defined and articulated. On mixed-use commercial buildings, residential or office entrances/lobbies should be distinguished from the storefronts/entrances.

# Shorewood Central District Master Plan

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## Section 9: Design Guidelines



Mixed-use building.

- Rear building entrances and façades shall be designed in a manner consistent with the front and side façades, especially when parking is located behind buildings.
- Rear parking lots shall be clearly defined. Access to rear parking lots should be clearly defined and visible from the street.
- Ground-level retail or office space shall include clear glass windows that allow views into building interiors to reinforce an active shopping and business environment.
- Primary access to individual commercial storefronts, including restaurants, must be from the street/sidewalk and not from inside lobbies and hallways.
- Unarticulated, flat-front, all glass, or all-metal buildings are prohibited.
- A building base, middle, and top shall be strongly articulated through materials, details, and changes in the plane of the wall.



Corner building with attractive details such as decorated cornices, cast-iron balcony railings, dormers, and signs incorporated into sign bands.

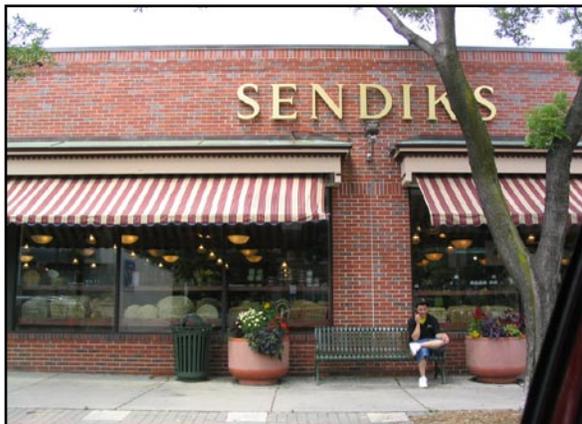
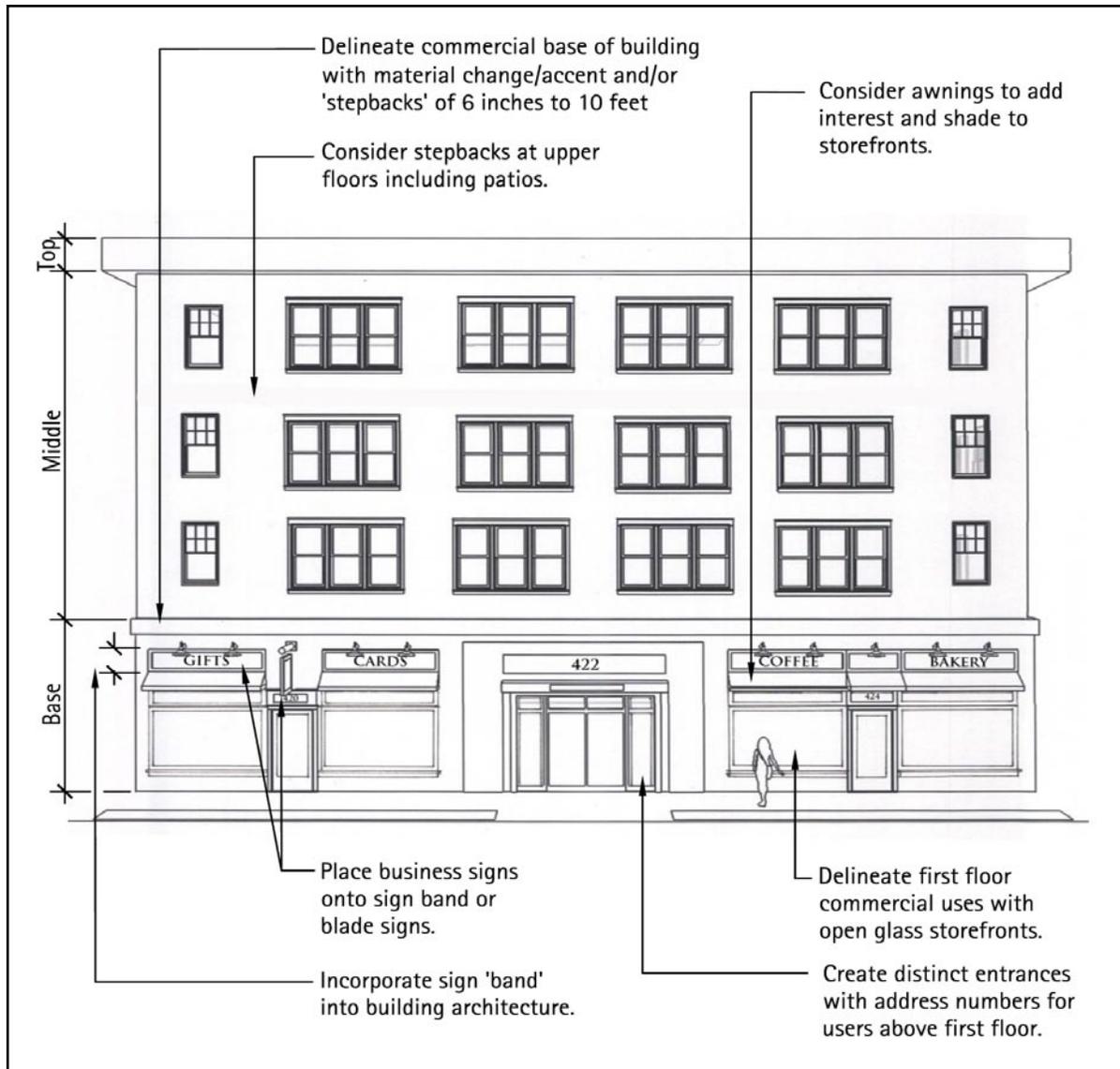


Blank, unarticulated walls along active pedestrian streets are prohibited.

- A change in materials or stepbacks (from 6 inches to 10 feet) shall be incorporated to articulate the ground or first floor from upper floors. Stepbacks and patios can also be incorporated on upper floors to further articulate the building.
- Storefront facades shall be horizontal, contiguous, and harmonious with adjacent and facing structures.
- Facade elements shall be utilized to provide a change in plane, creating interest in light and shadow. Facades shall be proportioned to respect the human scale.
- Facades shall be articulated to express vertical rhythm related to structural columns and bays.
- At least 60% of the first-floor primary facades (facades facing streets, plazas, and parking lots) shall be clear, non-tinted windows or entrances. At least 25% of upper floors shall be windows or doors. At least 25% of first-floor facades facing rear parking areas or alleys used by pedestrians shall be windows or doors.
- Metal security gates are not allowed.

# Shorewood Central District Master Plan

## Section 9: Design Guidelines



Clear signage; window details such as awnings and trim; flower pots; and street furniture.



Distinct, recognized storefronts at base of mixed-use building.



Storefronts should have clear glass windows to indicate a retail presence on the shopping street.



Gas station design shall incorporate quality materials and locate pumps in the rear when feasible.

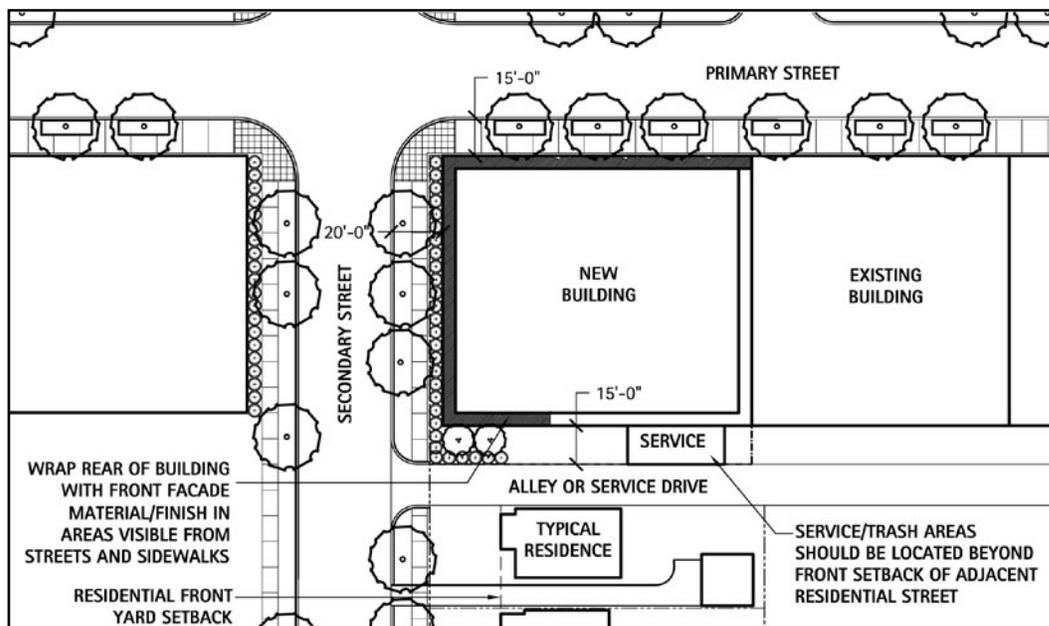
- Solid walls necessary to the function of a building shall incorporate cloth awnings, display windows, material and color variations, arches, piers, columns, murals, high-quality graphics, landscaping, and other elements to reduce perceived building scale and add visual interest.
- Storefront windowsill or kneewalls are required.
- “Corporate” architecture and architecture used for advertising purposes are not allowed.
- Existing gas station sites shall be improved by adding planting and low, decorative fencing along perimeters and by reducing driveway widths.
- Renovated and new gas station buildings and gas pump canopies shall be designed in a more “traditional,” small-scale, pedestrian-oriented manner.
- New gas station buildings shall be massed at the corner where feasible, with pumps in the rear.
- Developers should consider incorporating attractive facades of existing buildings into new structures if feasible.

# Shorewood Central District Master Plan

## Section 9: Design Guidelines

### Building Materials

- Concrete block (smooth or decorative splitface), stucco (smooth or textured synthetic), metal, plywood, sheet pressboard, unfinished pre-cast concrete, or poured-in-place concrete shall not be used on building facades or on walls that are visible from streets, driveways, sidewalks, and/or parking areas.
- Wood, brick, stone, stucco accents, and glass are the preferred primary building materials for all structures in the District. New building construction and rehabilitations should be primarily constructed of these high-quality materials. They should be used on all facades, fronts, sides and rears of buildings that are visible from streets and parking areas.
- Buildings shall be constructed of high-quality materials such as brick, stone, and glass.
- Tinted or reflective glass is discouraged.
- Materials used on front and side facades shall be continued on rear facades that are visible from streets and sidewalks.



Rear facades visible from streets and sidewalks should be treated with similar architecture and materials as the front and sides of the building. Service areas should be placed out of view.



Example of poor building material usage and lack of orientation to the street and sidewalk.

- The number of materials on an exterior building face shall be limited to prevent clutter and visual overload.
- Ground, face, or glazed block, synthetic stone, smooth/textured synthetic stucco or plaster, wood trim, and decorative metal shall be used only for decorative accent purposes and limited in their use on building facades and visible walls.
- Brick, stone, or decorative metal shall be used for fencing. Fence height shall be a maximum of 30 to 40 inches in height. Chain link fencing is not allowed. Fences shall be considered an extension of building architecture and shall make an attractive transition between the building mass, the natural forms of a site, and the public “realm” of streetscape.
- Clear glass is required for first-floor windows in commercial and mixed-use buildings. Windows must be either windows that allow views into the shops, working areas, lobbies, or pedestrian entrances or window displays. Display cases may be incorporated into outside walls where open glass storefronts are not feasible.
- Dark-tinted, spandrel, frosted, or smoked glass shall be used sparingly and for decorative or accent purposes only.
- Window detailing such as muttons or mullions are encouraged where integrated into the building design. They may be true divided light or simulated divided lights.



Low-quality materials such as vinyl siding, synthetic stone, and smooth plaster are not allowed.



Cinder/concrete block as main building material is not allowed. Decorative block may be used for limited accent and trim.

# Shorewood Central District Master Plan

## Section 9: Design Guidelines



Building incorporates high-quality materials, material changes, clear glass storefronts, and a distinct first-floor retail base.



Example of mixed-use development.



Townhomes.



Examples of condominium developments.



- Building awning design and colors should be consistent and complementary in color, style, and size with the overall building facade and adjacent buildings.
- Awnings shall be constructed of high-quality fabric. Plastic or vinyl awnings are not allowed. Internally lighted awnings are not allowed.
- The bottom of awnings shall be placed a minimum of seven feet above the sidewalk.

### **Scale + Massing**

- Building scale and massing should be determined by the relationship of the site to adjacent structures. Buildings shall be built to the Zoning Code's build-to line to maintain the streetwall rhythm and relate to secondary building facades. Renovations and additions to existing buildings shall also respect these relationships and contribute to the overall continuity of the streetwall. Recessing of residential components of mixed-use development above the first floor is encouraged in new development, with a maximum stepback of 10 feet.
- New development shall be designed to provide a seamless transition between differing uses and adjacent buildings through the use of stepbacks, building design elements, landscaping, and/or screening.

### **Lighting**

- Site lighting shall incorporate principles advanced by the International Dark-Sky Association to limit "light pollution" and preserve the nighttime environment.
- Lighting shall provide a sense of safety without having a negative affect on neighboring properties and shall be located, aimed, or shielded to minimize glare, sky glow, and stray light trespassing across property lines.
- Exterior lighting for signage shall be down-directed.
- Pedestrian-level lighting is encouraged along sidewalks and on buildings to enhance area safety and character.

# Shorewood Central District Master Plan

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## Section 9: Design Guidelines

- All exterior lighting shall be designed in a consistent and coordinated manner for the entire site. Lighting fixtures for parking and pedestrian areas within a site shall match the designated Village lighting system.
- Light poles shall be located within landscaped areas and not free-standing in parking lots.
- Lights in gas pump island canopies shall be recessed.

### Building Colors

- Building color shall be compatible with the area's character and enhance the building's visual appeal.
- Neutral and natural colors (earth tones) shall be used where possible, with contrasting colors acceptable for secondary or accent colors.
- Primary, bright, or excessively brilliant colors are discouraged unless used sparingly for subtle trim accents.
- Colors for building walls and storefronts shall be compatible for shops that occupy multiple-storefront buildings. The use of different colors to identify individual shops within a single structure is visually disruptive and obscures the overall composition of the façade.

### Building Heights

- Building heights within the District should be consistent with the Central District Master Plan and zoning ordinance, with heights varying according to location and adjacent uses.
- Building heights in the District should respect the adjacent residential neighborhoods.
- Minimum building heights shall be two stories.

Recommended heights include:

- A maximum of 70 feet or 5 stories:
  - Along Wilson Drive.
  - Along Capitol Drive between the Oak Leaf Trail and Frederick Avenue.

- Along Oakland between 120 feet north of Capitol Drive and 120 feet south of Capitol Drive.
- Along Oakland between Edgewood and Menlo. (Height should step down from 5 stories to 3 stories (or 40 feet) starting 85 feet east of Oakland on the south side of Menlo.
- A maximum of 60 feet or 4 stories:
  - Along Oakland between the border with Whitefish Bay and 120 feet north of Capitol Drive.
  - Along Oakland between Menlo and 120 feet south of Capitol Drive.
  - Along Capitol Drive between Frederick and Downer.

However, in all instances building heights should respect surrounding uses, streetscape context, building scale, and massing and design.

- Building heights on development opportunity sites along the Milwaukee River corridor should follow the shore land requirements in the Village's zoning ordinance.

### Wayfinding + Signage

A clear, identifiable signage system that incorporates a special design theme will increase visibility and recognition of the Central District and facilitate travel by motorists and pedestrians. The program should include the following types of signs:

- **Community/District Gateway Identity Signs:** Placed at key District entrances and intersections.
- **Directional Signs:** Placed at key locations to guide visitors and shoppers to parking lots, Village Hall, the Library, open space, and other activity generators.
- **District Identity Signs:** Placed throughout the District to reinforce the image and identity of Shorewood.
- **Information Kiosks:** Sign boards that provide transit/business/event information and District maps.
- **Special Decorative Street Signs:** To reinforce area identity.

#### Gateway Signs

District gateways should reflect the Village's character and history through the use of high-quality materials such as stone, masonry, and/or metal. They should provide residents and visitors with a sense of arrival into a special area within the community. Where space permits, landscaping and lighting should be incorporated into gateway features.

Attractive gateway signage should be implemented at entrances to the District to provide a sense of arrival and promote the District as a special destination. Potential locations for gateway signs to welcome visitors to the District include:

- **West/Riverfront (Milwaukee River and Oak Leaf Trail on Capitol):** An attractive pier, or vertical element, should be used to notify those entering the Village and District that they have arrived. If feasible, attractive landscaping should be installed to complement the entry piers and possibly to make the Oak Leaf Trail bridge and embankment more attractive. The appearance of the bridge also should be improved, possibly with new paint, gateway signage, and plantings.

- **South Gateway (Oakland and Edgewood):** With matching plazas on either side of Oakland and a new gateway development, the southern entrance to the District will be an attractive introduction to the community. Gateway piers, or piers with a connecting archway across Oakland, should be considered along with landscaping.
- **North and East (Oakland and Kensington and Capitol and Downer):** Gateway piers and attractive landscaping should be included at these corners to provide a signal to those entering from surrounding residential areas that they have entered the District. At the north entrance, new developments should incorporate gateway signage into their site plans. At the east entrance, improved landscaping and screening of automobile storage at the existing gas station would improve the entrance to the District.

### Directional Signs

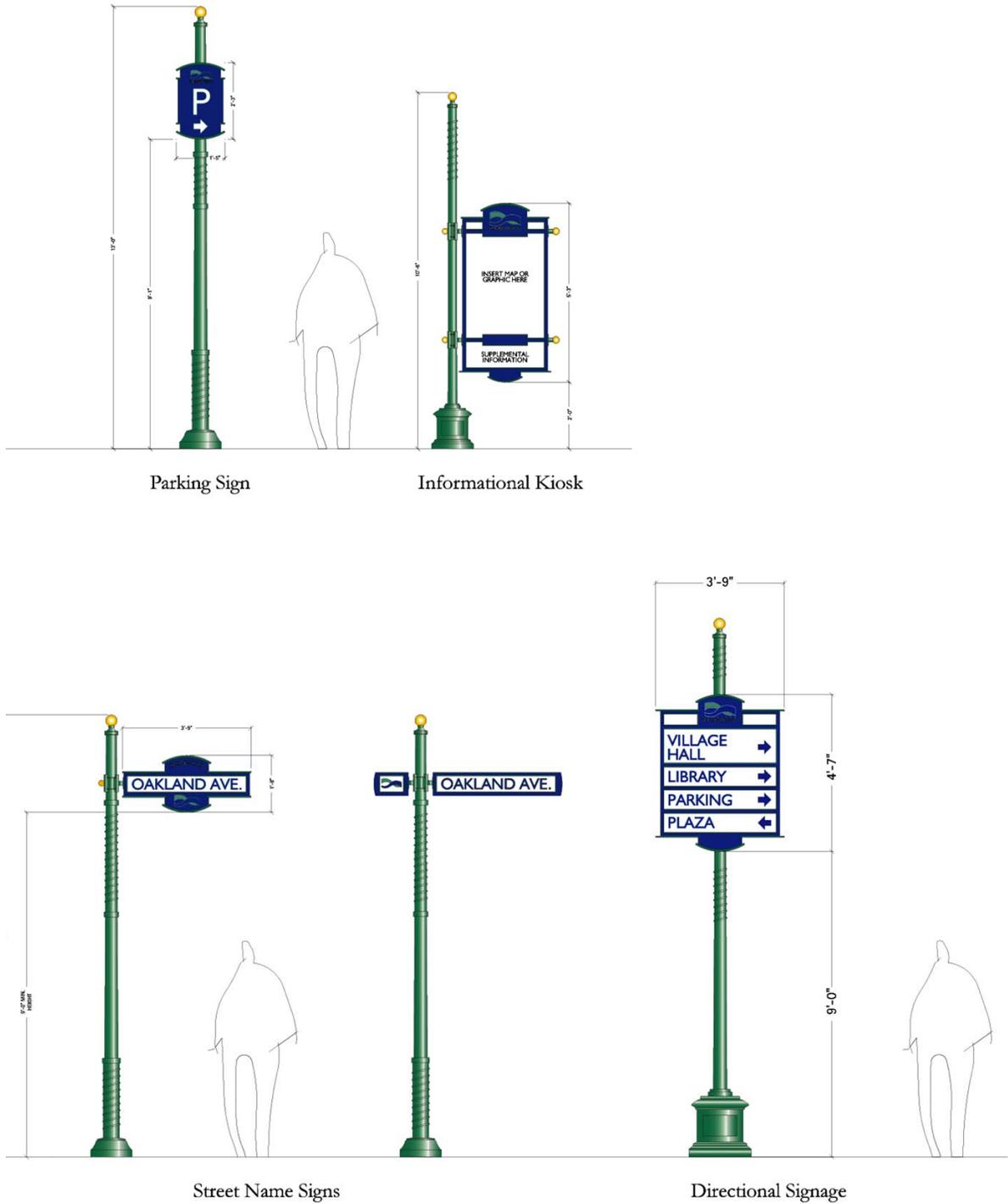
Directional signs should incorporate similar materials, mounting/brackets, and placement along streets and be designed with unique elements, color, and graphics. Potential locations have been identified for directional signage that directs motorists to parking areas and activity generators like Village Hall, the Library, the Oak Leaf Trail, the High School's Performing Arts Center, and open spaces. These signs should be located at the following locations:

- At Oak Leaf Trail trailheads.
- At Oakland and Capitol intersection, especially in new Central Plaza.
- On Capitol near Village Hall/Library campus.
- Near parking structures/lots and at parking entrances.
- On Lake and Downer at Capitol.
- At Oakland/Menlo (to direct people to Hubbard Park/Lodge).
- Southern gateway/plazas at Oakland/Edgewood

Further study of the specific locations for directional signs will be conducted during the signage design process.

# Shorewood Central District Master Plan

## Section 9: Design Guidelines



Conceptual signage family.

### **Identity Signs**

Identity signs could be installed throughout the District to further provide area recognition. Identity signs can be placed anywhere that does not conflict with pedestrian or vehicular circulation. Signage types could include plaques or banners, which incorporate area colors, logos, or images. Permanent and temporary banners on light poles are one example of identity signs that could be located throughout the District.

### **Information Kiosks**

Information kiosks should be considered for special locations in the District to provide information on area special events, notices, businesses and places of interest.

Kiosks should be scaled for pedestrian use and could include maps, business and open space locations, event listings, and historical information. Potential locations for such kiosks have been identified:

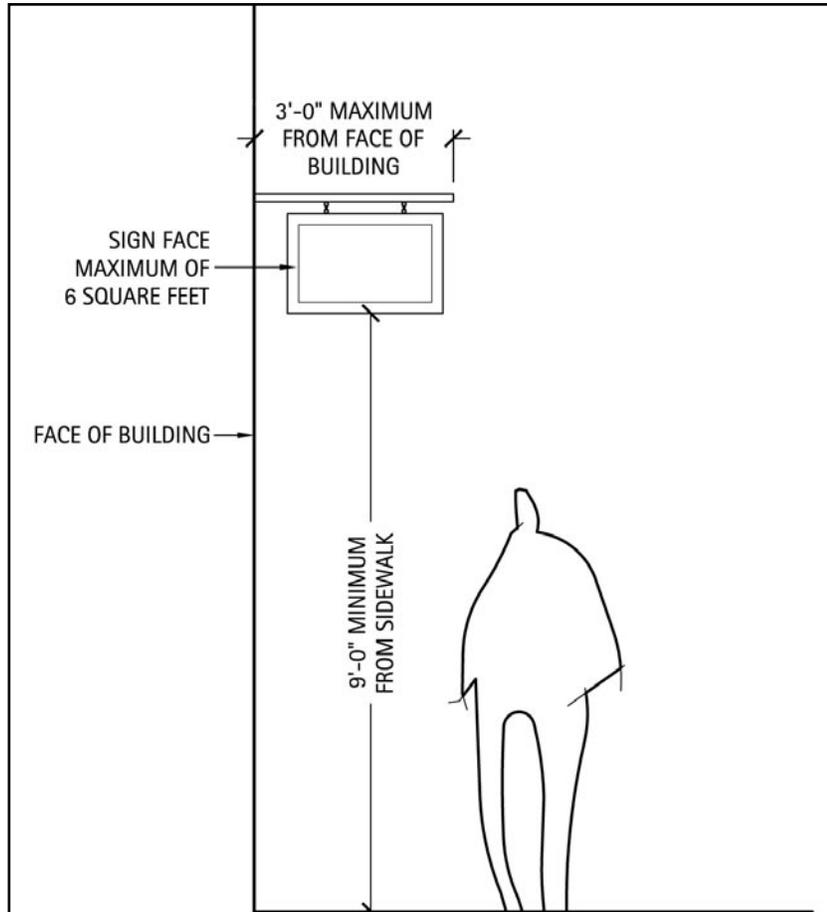
- Village Hall/Library campus.
- New Central Plaza and Performing Arts Center.
- Commercial Core near Sendik's and Pick 'N Save.
- New gateway development at southern end of Oakland.
- Oak Leaf Trail trailheads.

### Business Signs

- Business identity signs shall reflect the character of the building style while conveying the use, function, and character of each store. They can take a variety of forms, and a range of business signage options should be encouraged. These include:
  - Wall or Building Mounted Signs (surface-mounted, pin-mounted)
  - Window Lettering
  - Small Overhanging or Blade Signs
- Business signs that are discouraged include:
  - Neon Signs
  - Fabric Banners
  - Plastic Signs, including internally lighted plastic signs
- Business signs shall be placed on the front of buildings only, unless the building is on a corner or signs are necessary for display to a rear parking lot.
- Business signs that are flat mounted onto façades shall be proportional to the building facade. These signs shall not project more than 3 inches from the building face.
- Business signage should be simple and incorporated into a building's architecture. Such signs should serve to identify a business while contributing to the District's attractiveness and character. The quality, size, placement, and look of signs should all be considered in the overall design of the building.
- Decorative overhanging or blade signs will be allowed in the District with the size controlled and coordinated with a building's façade design. Decorative "icon" signs such as coffee cups, barber poles, toothbrushes, and ice cream cones will be considered. Sign brackets, hardware, and lighting systems shall be kept to a minimum and screened or incorporated as decorative elements in the building design.



Blade signs,



Blade signs should extend a maximum of 3 feet from the building face and provide clearance for pedestrians.

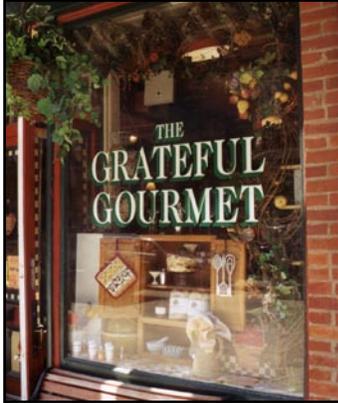
- Decorative overhanging or blade signs shall not exceed 6 square feet in size with a maximum height of 3 feet and placed at a minimum 9 feet above the sidewalk. They shall extend no more than 3 feet from the face of the building.
- Blade signs shall be mounted on fixed hardware with no chains or excessive bracketing.
- Business signs that protrude from building facades shall be oriented to pedestrian rather than vehicular traffic in size and placement.
- Overhanging signs shall be limited to one sign per business, including “icon” signs, unless a building is located on a corner.

# Shorewood Central District Master Plan

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## Section 9: Design Guidelines

- Signs shall be constructed of high-quality, solid, and durable materials.
- Sign colors and materials shall be complementary to the colors and materials of the building and awnings. Brightly colored, high-contrast signs are discouraged.
- Business signs shall not obstruct or obscure architectural details or significant architectural elements on the building.
- Sign lighting shall be carefully considered in the building design. Internally lighted box/panel signs are discouraged. If direct lighting is used, glare, brightness, visible hardware, and maintenance issues shall be addressed. Strategically placed lamp fixtures that are compatible with the sign design and building architecture are encouraged for illuminating signs.
- Reader-board message signs and billboards shall not be placed anywhere in the District.
- Flat, wall-mounted signs shall be mounted within the building's sign band, which is the wall area above the storefront and below the second floor line.
- Surface-mounted signs shall not be larger than 75% of the area of the sign band or 14 inches, whichever is less.
- Letters in pin-mounted signs shall not exceed 75% of the area of the sign band or 14 inches, whichever is less.
- Window lettering, either professionally painted or vinyl-applied, is also encouraged to minimize visual clutter along the street and add visual interest, but shall also be proportional to the size of the window and appropriate for building use, style, and location. Coordinating and balancing the size of signage creates a more attractive streetscape that minimizes competition between sign messages.



Window lettering can be an attractive business sign option.

- Decal signs, painted or vinyl transfer letters and numbers, can be mounted within the transom or at the lower section of the storefront window. At the lower section, decal signs can take up to 10% of the glass area of a single pane. Signs at the transom can take up to 50% of the transom area.
- Window lettering shall be consistent with the colors, fonts, and graphics of a tenant's overall signage theme.
- Window lettering shall be limited to one location on the primary display windows or doors. Multiple or repetitive identities along a building's primary windows and/or doors are discouraged.
- Interior signs shall follow the same size limitations as decal signs.
- Wood, architectural glass, and steel are preferred for business signage.
- Sign color shall be complementary to the building upon which the sign is mounted.
- Corporate logos/signs shall not be oversized and should be incorporated in the sign band or blade sign.
- Pole signs are not allowed.

### Temporary Signs

- All temporary signage, including window and "sandwich boards" shall be reviewed by the Village as to design quality and anticipated duration of use. Temporary signs shall be permitted as approved by the Village and Business Improvement District (BID).
- All temporary signage shall be evaluated for need, users, and design quality.
- Stand-alone signage, such as sandwich boards, shall not impede pedestrian circulation by maintaining at least 5 feet of clear space along sidewalks.
- Temporary signs that are internally lighted are prohibited.

# Shorewood Central District Master Plan

## Section 9: Design Guidelines



Blade sign too big for storefront.



Large blade sign with excessive support structure.



Neon signs and backlit awning not allowed.



Pole signs and dominant corporate design not allowed.



Awnings should be made of high-quality materials.



Temporary window signs are discouraged.

- Temporary window signs, pin-ups, fliers, or advertisements are discouraged. No advertising, fliers, graphics, or temporary signage should be fixed to a commercial display window/storefront unless approved by the BID. If approved, temporary signage shall be limited to 15% of the window area.
- Seasonal/event banners of appropriate size, scale, and design may be allowed as part of a Village-approved street light banner program for the area. Such signs shall allow adequate clearance for pedestrians and/or vehicles.
- Seasonal/event banners shall fit the street light manufacturer's specifications for typical banner arms and mounting heights whenever possible. In any instance, such banners shall be a maximum of 3 feet wide by 4 feet tall.



Menu box.

### Menu Boxes

- Where feasible, restaurants shall provide menus in decorative, wall-mounted boxes on the outside of the building at or near the front entrance.
- Menu boxes shall be approximately 18 inches wide by 27 inches tall by 3 inches deep and covered with vandal-resistant glass/lexan plastic. Varied sizes are encouraged to be proportional to the exterior display area available.
- Menu boxes shall be mounted approximately 5 feet from the sidewalk to the bottom of the box.

### Streetscape/Landscape

- Streetscape shall be adjusted to fit the physical conditions on various blocks, such as taking into account the sidewalk widths on different blocks. (See Figure 9.2: Conceptual Streetscape Prototypes). It must be coordinated with current Village streetscape design.
- An attractive and effective streetscape will provide visual continuity from block to block and define the Central District as a special place.

# Shorewood Central District Master Plan

## Section 9: Design Guidelines



Attractive parkway landscaping.



Decorative newspaper rack.



Decorative bench and trash cans.

- The current streetscape design installed along Oakland north of Capitol should be enhanced and continued throughout the District, with modifications if necessary to match the context of the different road widths and uses along Oakland and Capitol. Streetscape is especially important on streets that provide pedestrian links to activity generators.
- An effective and efficient street lighting system consistent with the character of the community is encouraged.
- The developer is responsible for installing Village-approved streetscape elements within all new developments in the District.
- All paths and pedestrian ways shall be Americans with Disabilities Act accessible.
- All plazas and open space must be designed to meet ADA requirements.
- Landscaping on school campuses should fit in with the character of the District. The northeast corner of the high school campus should be considered for a central plaza/commons, and the frontage on Oakland should be improved to highlight the pedestrian-oriented character of the District and enhance visibility for building entrances. The Atwater School site should be considered for a “District Gardens” with attractive landscaping and reworked parking and playgrounds.
- Decorative metal benches, trash receptacles, and bike racks shall be provided at high-activity pedestrian areas, such as important intersections in the District.
- Decorative stands for newspaper vending machines shall be considered to consolidate clutter and screen views.
- Pedestrian paths, bicycle routes, and multi-purpose trails are encouraged throughout the District to provide strong connections to activity generators, especially as additions to the Oak Leaf Trail. These paths shall incorporate decorative pavers, lighting, and seating.
- Additional plazas and open spaces shall be considered as parts of new development or redevelopment.

# Shorewood Central District Master Plan

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## Section 9: Design Guidelines

- Decorative planters shall be placed in plazas and along pedestrian paths and sidewalks where they will not impede safe flow of pedestrians.
- Decorative paving such as brick, clay pavers, stone, or stamped concrete shall be considered when designing the hardscape for new plazas and open spaces.
- Existing and future open spaces should incorporate special features such as fountains, artwork, plantings, and other elements.

### Landscape Maintenance

- For new developments in the Central District, a licensed Landscape Architect shall prepare the Landscape Plans for review by the Village Design Review Board.
- All plant material shall be maintained so that it remains healthy and vigorous. The property owner or the owner's agent shall maintain the landscaping. Maintenance shall include, but not be limited to, watering, weeding, pruning, applying insecticides and herbicides, mowing, trimming, and replacement of any dead plant material.
- Dead plant material shall be replaced as soon as possible but no later than the end of the spring or fall growing season, whichever is closer to the time of death. (Spring growing season is April 1 to June 15. Fall growing season is August 15 to October 30.)
- Property owners shall be responsible for ongoing maintenance of all landscaping provided on site according to the following seasonal or annual procedures:
  - **Late March:** Core aerate turf. Repair damaged turf areas through a process of cultivation, addition of topsoil to low areas, and overseeding. Water all overseeded turf areas after procedure.

- **April:** A slow release fertilizer shall be applied to plant material and turf. Plant material shall be mulched and checked for settling, straightness, and soil moisture. Apply pre-emergent herbicide to turf in conjunction with fertilizer at the appropriate time so that crabgrass is controlled. Cultivate and edge all plant beds. Cut back ornamental grass.
- **April through August:** Plant material and turf shall be inspected and treated as needed to ensure that they remain free of disease and/or insect infestation. Diseases shall be treated as prescribed by a horticulturist and/or arborist. Prune plant materials as needed. Lilacs and Honeysuckle are to be pruned once after flowering only. Edge planting beds two additional times during this period. Evaluate existing drainage problems and conditions to ensure proper watering and infiltration in all planting areas and turf areas. Install yard drains or re-grade areas to correct.
- **June through August:** Mid-season fertilizer shall be applied during this time. Plant materials shall be watered on a regular schedule to prevent drought stress and ensure healthy growth. Care should be taken not to over-water. Cultivate all beds once during this period. Plant material and turf shall be more frequently watered if drought conditions affect health.
- **September:** Core aerate and overseed turf again during this time. This shall be done at least four weeks prior to final fertilizer application.
- **October:** The trunks of all newly planted trees shall be wrapped to prevent winter bark damage by the elements and/or animals. Plant materials shall be pruned as needed, fertilized, and mulched. Turf shall be winterized with a quick release nitrogen fertilizer. Cut back or dead head all perennials (except ornamental grass) at this time.

- **During Growing Season:** Keep all plant beds weed free with a combination of non-selective herbicide and cultivation, with care taken not to endanger plant material with herbicide. Remove any suckering plant growth during this time.