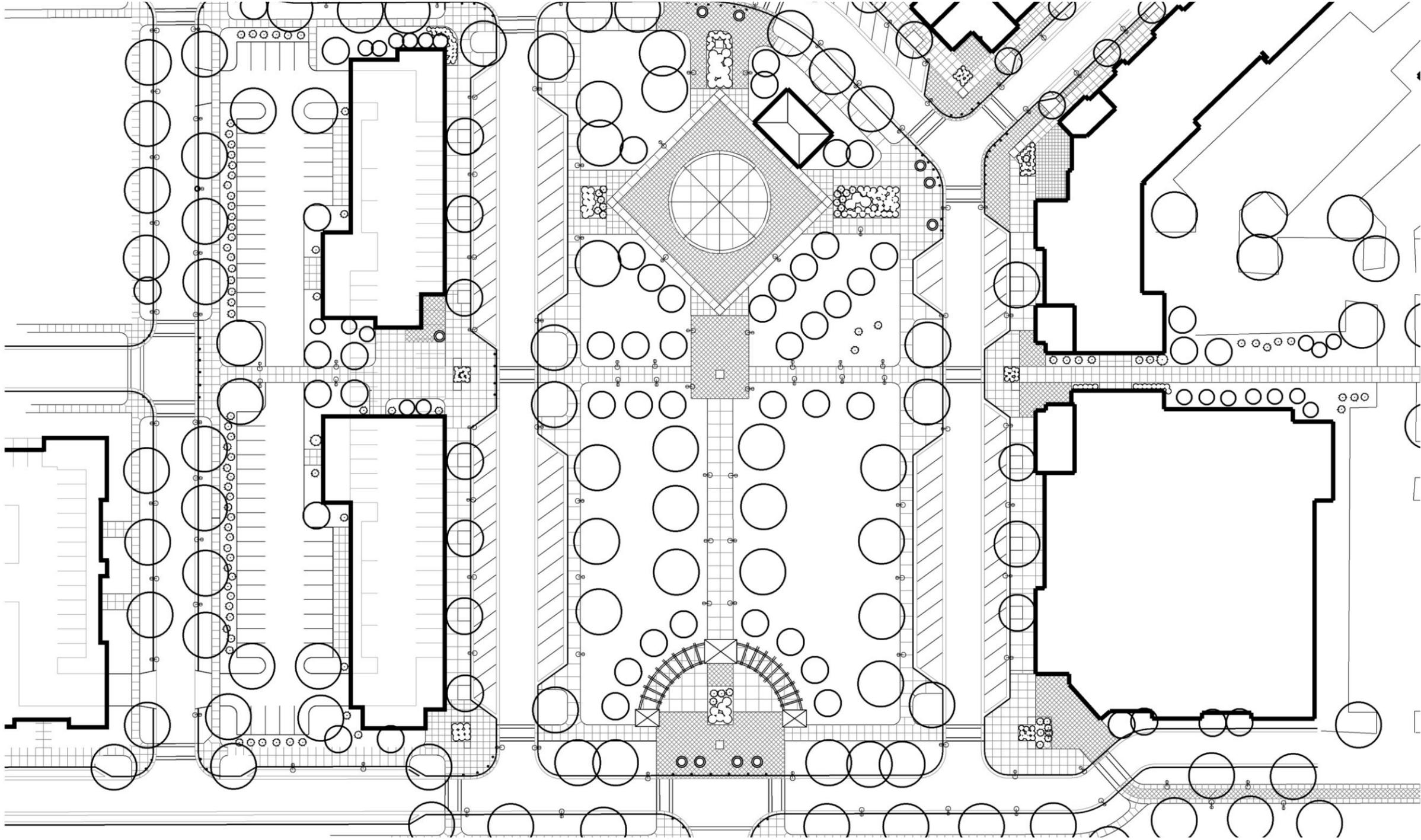


HOWARD VILLAGE CENTER

Howard, Wisconsin



DRAFT FINAL MASTER PLAN

Submittal Date: June 10, 2005

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INTRODUCTION

Project Background

The Comprehensive Plan adopted in 2002 set forth the need for a Village Center that will be the focal point for the whole community and give the Village of Howard a tangible identity utilizing a traditional village design. Schreiber Anderson Associates, Inc.(SAA) in association with The Taurean Group, LLC.(TG) were selected by the Village of Howard to help create a vision for a Village Center. The result of this collaboration is outlined in the following document and includes a Land Use and Master Plan for the Village Center, Market Opportunity Assessment as well as an outline of the design and implementation process. The process is organized in a four-phase work plan that was completed in two parts. Part I incorporated issue identification, goal setting and vision statement, opportunity analysis and concept plan development. Part II included market analysis, preliminary master plan, streetscape and public space design, development guidelines and zoning recommendations.

The design approach used by SAA was to set up a technical review team (TRT) to discuss and resolve technical issues during the planning process, to engage the public in community meetings and to help the Village hold stakeholder interviews to help create a concept plan. The objective of the first meeting of the TRT was to set overall goals of the Village Center to achieve the following:

- Give the Village of Howard a vibrant, tangible identity and new heart for the community.
- Be a place where Village of Howard residents will gather to live, shop, recreate and socialize.
- Be an economic benefit to the Village of Howard.

Goals/ Objectives

The goals and objectives developed by the TRT are included below for reference and become the framework for development of the Howard Village Center Master Plan. The summary of issues, goals and objectives as developed by the TRT are listed below.

New Village Center Issues Summary

1. Fitting the new Village Center into the existing development patterns.
2. Working with multiple property owners and their individual expectations in the creation of a new Village Center.
3. Managing outcome to meet expectations.
4. Building staff, property owner and citizen support for a new Village Center concept.

Goal

The new Village Center Development will give the Village of Howard a vibrant, tangible identity and new heart for the community.

Objectives

1. Identity will fit with community and its history.
2. Identity will fit with future vision of Village
3. Have appeal to residents of the Village of Howard.
4. Have appeal to those living in the greater Green Bay area also.

Goal

The New Village Center will be a place where Village of Howard residents will gather to live, shop, recreate and socialize.

Objectives:

1. Diversify options for housing, goods and services, employment and entertainment.
2. Keep jobs in the community.
3. Expand quality retail and multifamily housing options for the Village.
4. Create a community oriented public space (town square) for civic events.
5. Provide aesthetic appeal.
6. Provide open space comfortable for gathering.
7. Facilitate a fun shopping experience with entertainment and restaurants/cafes.
8. Provide convenient access.
9. Have the new Village Center be easily recognizable.
10. Connect Village Center to the library, YMCA, DNR lands, park trails and community.

Goal

The new Village Center will be an economic benefit to the Village of Howard.

Objectives

1. Structure land uses that will raise value for land in and around Village Center.
2. Identify and plan for land uses that possess sufficient market demand.
3. Develop a mix of uses that create economic synergy.
4. Gauge the appropriate timing and quantity for new land use development.
5. Provide job opportunities & attract users from both inside and outside the community.
6. Create a unique shopping experience, distinct from other communities in the region.



Regional Context

The Village Center Property is located in the south central part of the Village of Howard. It is well positioned in the Village of Howard and in the Green Bay area with close access to State Highway 29/32 to the south and State Highway 41 to the east. Shawano and Cardinal Lane, both major collector streets in the Village converge on Riverview Drive and the new Village Center location. It truly is a center well positioned to offer visibility, retail and commercial land uses, housing and civic gathering spaces for Howard and the surrounding areas to the north and west.

Planning Area

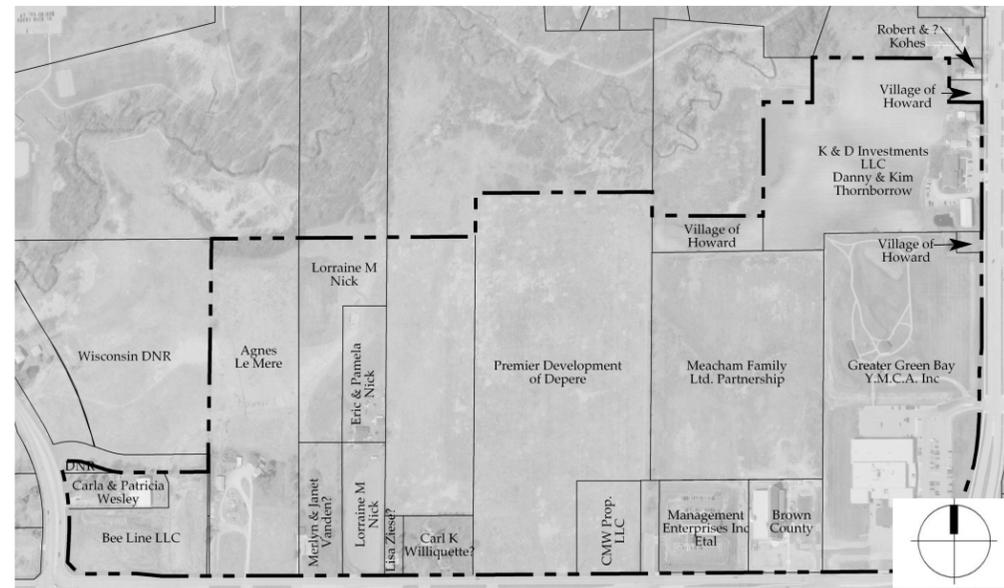
The Village Center sits between two major waterways in Howard, Lancaster Brook and Duck Creek, and adjacent to the DNR property, Village Library and YMCA. Thus the new Village Center will have significant green way connections and civic connections. To the west of the new Village Center is the business park which will benefit from the Village Center as a place for workers to live, shop and recreate. New development occurring west of Cardinal and south of Riverview Drive will tie into the Village Center.

Property Ownership

Ownership of the Village Center site is comprised of a variety of groups and individuals. Given the number of owners within the project boundaries, an organized vision directing development of the site is very important.



Regional Context Map



Parcel and Ownership Boundaries

NTS



Site Location Map



DESIGN PROCESS

Existing Conditions Analysis

The property proposed for development as the Howard Village Center was analyzed through review of geospatial data, multiple site visits and review of pertinent planning documents. This analysis covered physical elements such as drainage, utilities, topography, vegetation, transportation and surrounding land uses. While these physical elements play an important role in directing development on the site, the market potential is equally important to create a useable and vibrant Village Center.

Existing Zoning and Land Use

The existing property contains a variety of uses ranging from fallow farmland to residential and office that includes a dentist office and Bellin Health along Riverview Drive Drive. Government/ Institutional land uses make up the remaining portions of the property and include the Village Library and the Y.M.C.A., both of which will remain as part of the Village Center.

Existing Transportation and Access

Primary vehicular traffic routes include Shawano Avenue, Riverview Drive Drive and the southern leg of Cardinal Lane. Regional connectors, including 29 west and 41 north/south are in can be quickly accessed by Cardinal Lane and Riverview Drive, respectively. An existing right-of-way along Shawano Avenue gives access to the western portion of the site through a road existing along the southern edge of the DNR Headquarters. Two access points are located along Riverview Drive Drive between the dentist office and Bellin Health (at Riverwood Lane), as well as between the Library and Y.M.C.A. Access to the Y.M.C.A is gained off of Cardinal lane. Additional vehicular entries to the site exist along the commercial uses near the northern portions of Cardinal Lane and include the intersection of Landler Drive. No public roads exist inside the site itself. Private drives make up the current internal vehicular circulation as access to the uses and will likely Pedestrian access is currently limited through the site, however the extensive trail system through Meadowbrook Park could become a connection between the neighborhoods to the north of the park and to the Village Center and Duck Creek Corridor to the south. Existing sidewalks along Shawano Ave, Riverview Drive and Cardinal Lane allow bicyclist and pedestrians access to surrounding neighborhoods. In addition, bicycle lanes were added along Cardinal Lane in 2001.

Topography and Natural Features

A major ridgeline located in the west divides the site. Rolling topography to the west flows down to a low point along the drainage corridor and slightly rises to the northwestern corner of the site. Lands east of the ridgeline slowly fall just north of the library and creep up to another highpoint in the northeast quadrant of the site. Existing vegetation consists mostly of agricultural grasslands with pockets of larger vegetation along the drainage corridors and tree plantings around the existing structures. A large massing larger scrub and mixed pioneer tree species exist near the center of the site, just north of the Library.

Stormwater Drainage

The ridgeline is the major divide of watersheds on the property. Areas of the ridgeline are again divided, directing flow of stormwater to the southeast and the northeast. The Y.M.C.A site contains a drainage channel that directs stormwater to a regional detention basin east of Cardinal Road. Lands west of the ridgeline direct flow to the drainage swale which enters Lancaster Brook. Two culverts span the drainage swale, offering potential connections to the northwestern portion of the site. These existing internal connections will help drive proposed public connects in the Village Center. The northeast corner of the property contains an area of floodway and floodplain from the Lancaster Brook Corridor and will likely remain as passive open space, stormwater management or pedestrian connection/ greenway.

Existing Utilities

A large overhead electrical line cuts through the site from northwest to southeast and crosses Riverview Drive Drive. A 100 foot wide utility easement restricts development of buildings, but maybe useful for stormwater management, trail connections and parking.

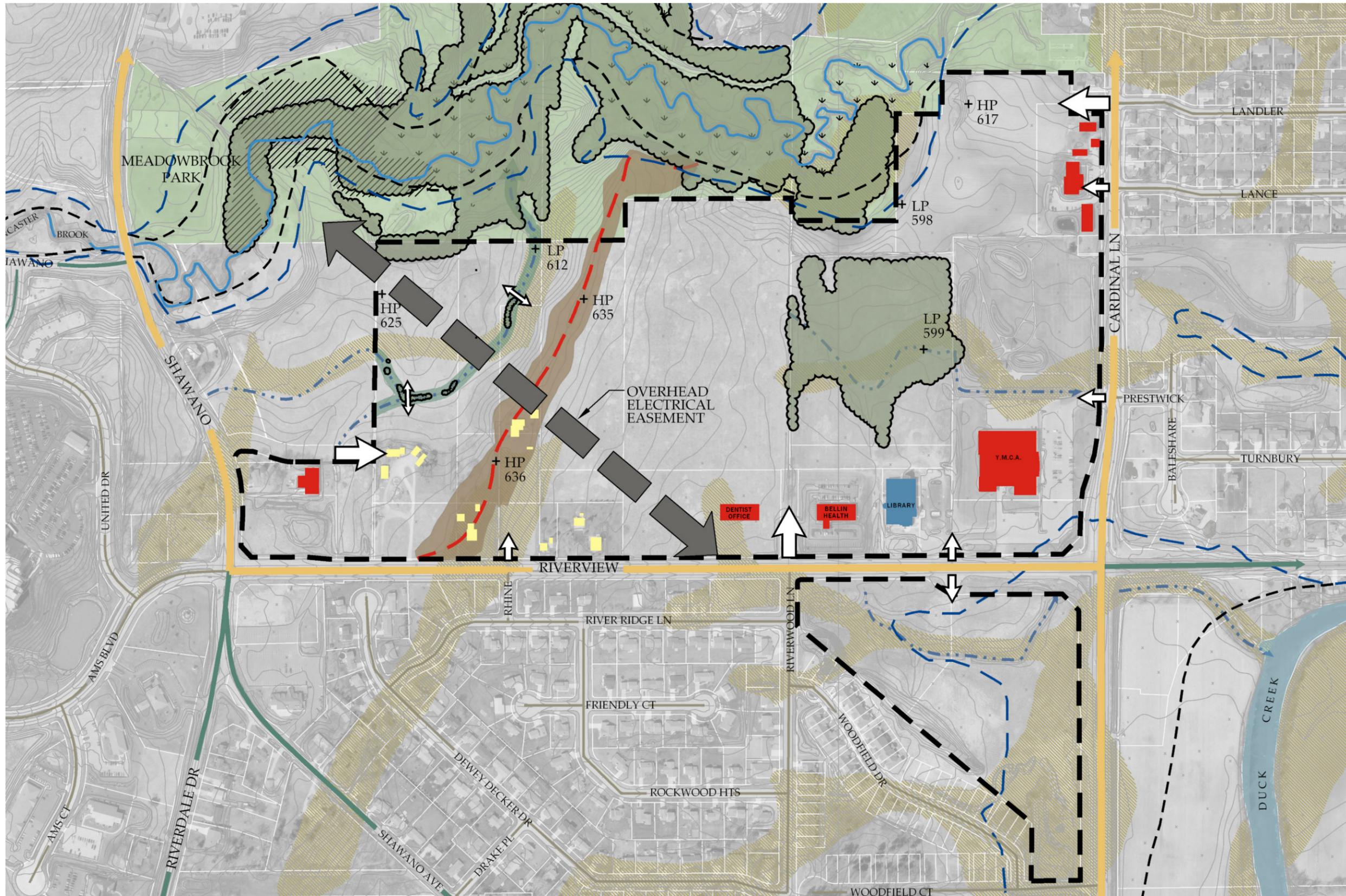
Existing Development

An existing GDP has been approved for the site to the southwest of the Village Center at the corner of Riverview Drive and Cardinal Lane. Similar to the village Center, this property contains a conglomerate of commercial, residential and mixed use. Building locations and materials will also help this development blend with and become an extension of the Village Center.



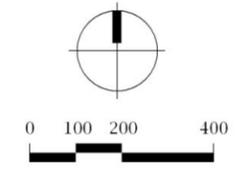
Site Photos





- WOODED AREA
- RIDGELINE
- DRAINAGE CORRIDOR
- PARKLAND
- WETLAND
- 100' FLOODPLAIN
- FLOODWAY
- DRAINAGE SWALE
- SOIL (POTENTIAL HYDRIC INCLUSIONS)
- + HP** HIGH POINT
- + LP** LOW POINT
- COMMERCIAL USE
- RESIDENTIAL USE
- CIVIC USE
- ACCESS POINTS
- PLANNING AREA
- PRIMARY ROUTE
- SECONDARY ROUTE
- MINOR ROUTE

Data source Note: Orthophoto, parcels, contours, wetlands and floodplains from Village of Howard Land Information Office.



Existing Conditions Analysis

Final Master Plan

Opportunities Analysis

Given the proximity to regional connectors, the Village Center has potential to serve as a unique regional retail/ civic center and for the neighborhood and community. As part of the design process, SAA and the Taurean Group looked at current and future market needs as well physical opportunities and constraints presented by the site. Below is a summary of the findings.

Marketing Analysis: A Multi-level Analysis

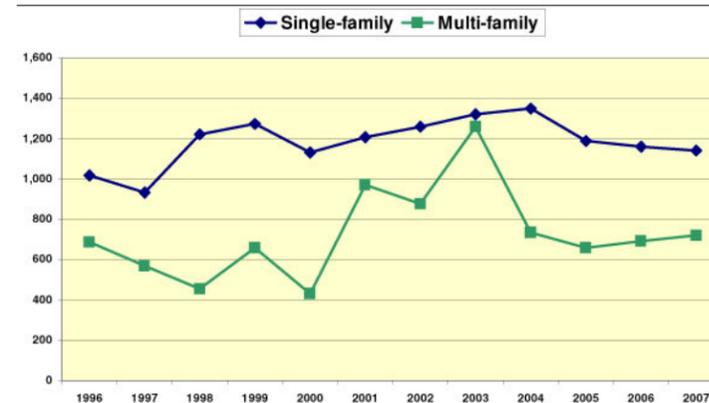
The market analysis evaluated the economic underpinnings of the Village of Howard's center plan based on three levels of analysis. The first level of analysis examined the strength of the economic base of which the Village of Howard is a component. The second level of analysis compared the establishment and employment composition of the Village of Howard to 12 other communities located in the region surrounding Howard. The purpose of this analysis was to examine population, housing, and employment combinations and identify any excess or underserved market segments within Howard. The third level of analysis reviewed the location of the proposed village center. This analysis focused on three market elements: 1) the location of the proposed center relative to current and future household locations and projected household income change, 2) the location of current retail competition, and 3) the transportation network linking customers with current retail locations.

The results of the multi-level analysis suggest that the proposed location of the village center has strong regional economic support, is located close to major household growth with very high household income, and is positioned between customers and their shopping options, all positive indicators for future real estate investment.

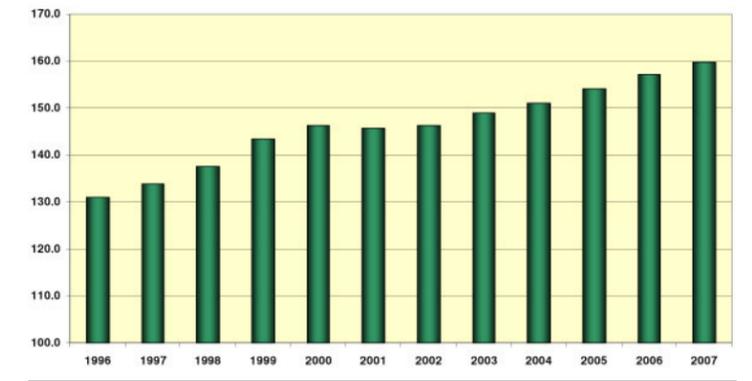
Analysis 1 - Regional Economic Strength Assessment

The regional market assessment has clearly shown that the Green Bay area is a very robust economy and suggests that investing in long term economic assets, such as real estate, is not unusually risky. Reports from various economic projections, such as Economy.com, Policom, and Inc. Magazine all point to a strong and growing economy. The Policom average for the past 6 years for the Green Bay region is 22 out of 318 nationally. The Policom ranking is a good indicator of the quality of the employment base. It is also interesting to note that in the May 2005 issue of Inc. magazine a summary of a commissioned study was reported that ranked 200+ communities across the nation, relative to their suitability to support startup companies - Green Bay was ranked 4th.

A measure of the strength of the Green Bay economy is illustrated in the projected growth in permits of new housing starts in both single-family and multi-family and in the projected employment growth.



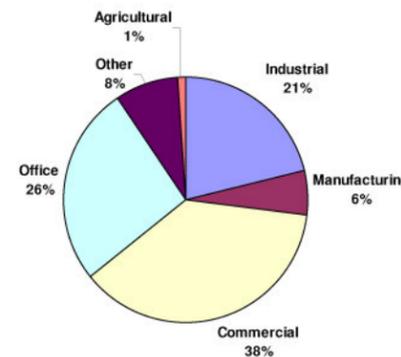
Housing Types



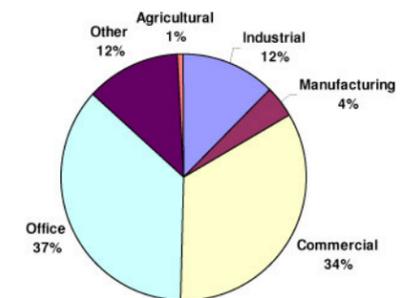
Green Bay Total Employment

Analysis 2 - Establishment and Employment Community Comparison

The number of establishments located in Howard, per 1,000 population, is lower than the average of the 12 comparison communities, indicating a possible underserved market condition. However, the percentage of establishments, relative to the total number of establishments, located in Howard is not unusually different than the average of the 12 comparison communities. The combination of percentage establishments in industrial (21%), manufacturing (6%), and commercial (38%) in Howard is equal to 65% of the total establishment base. In the comparison communities, the average industrial (12%), manufacturing (4%), and commercial (34%) is equal to 50% of the total establishment base.



Establishments in Howard



Establishments in Surrounding Communities



Household and Population Growth: From 2005 through 2025, the number of households in the Village of Howard is projected to increase from 5,988 to 9,024 an increase of almost 51%. The population during this time will increase from 15,217 in 2005 to a projected 21,700 in 2025.

When compared to household projections for all of Brown County, the growth rate for the county is greatest at year 2005, at slightly greater than 6%, and then has a steady decline to approximately 5% at 2025. During this same time, the 2005 projection for Howard is in excess of 14%, and then has a steady decline to approximately 10% at year 2025.

Growth in the number of households will be a strong driver of demand for even more retail and commercial establishments in this area

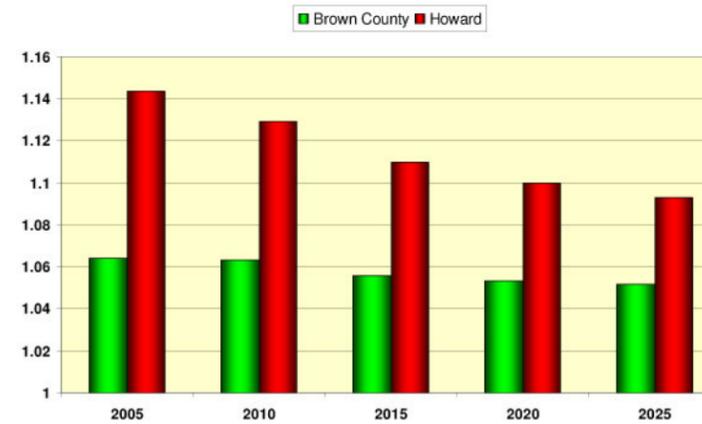
Household Income Growth: It is estimated that the 2004 average household income is approximately \$64,750 (\$56,508 median) and is projected to increase to \$71,732 (\$63,403 median) by the end of 2009. When compared to the 2004 average household income, for the surrounding communities, the Village of Howard fares well. The household income levels for village residents are concentrated in the \$40,000 to \$100,000 range, much like the surrounding communities, but Howard has a greater percentage of households in these categories than the average of the surrounding communities. Conversely, The Village has a lower percentage of households in all categories below and including \$35,000 per household.

Commercial Establishments per 1,000 Population: The number of commercial establishments (by primary category) located in the Village of Howard was compared to the average number of commercial establishments (by primary category) derived from the twelve (12) comparison communities. While Howard may not have had the smallest ratio in any category, when compared on a community-by-community basis it was consistently less than the average of all comparison communities in each of the primary retail categories. Whenever the standardized scores become quite large, the difference can be suggestive of an over or under supply of establishment categories. In the case of Howard, all scores were negative for all categories, strongly suggesting the lack of retail services currently available in Howard.

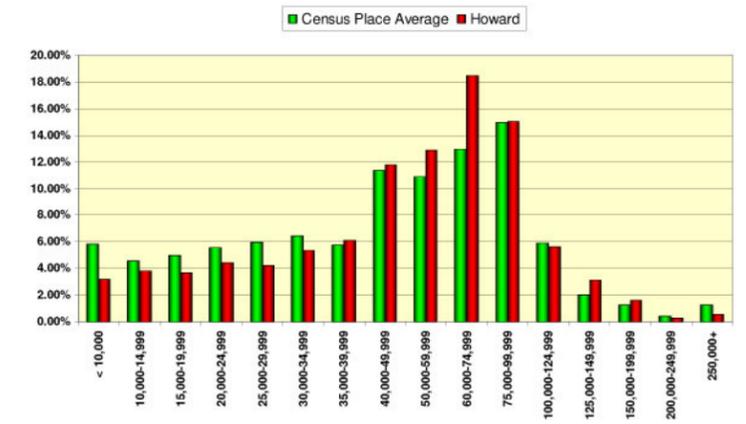
Analysis 3 - Locational Analysis

A generalized gravity modeling application was applied to help define the geographic extent from which most of the potential customers for the village center would be attracted. After locating the proposed village center, the potential customer base was identified. The location of current retail locations (identifying where customers shop) was combined with the transportation network (identifying how customers travel to their shopping destinations) and then the proposed village center location was added within this network of shopping activity. The results clearly indicate that the proposed village center is well positioned to capture a significant percentage of customers who currently drive past the site to go shopping. This is a very strong indicator of economic success for the proposed center.

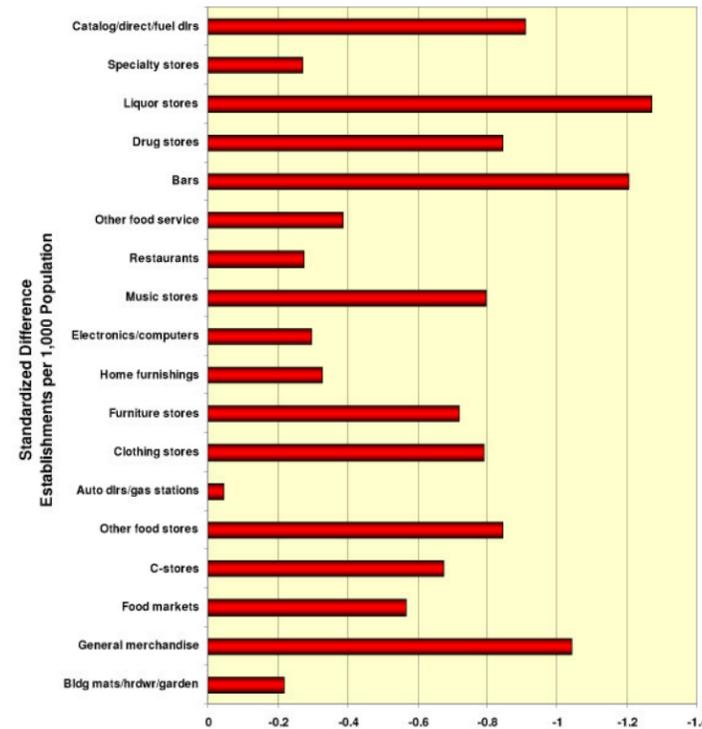
The complete market analysis is available as a separate appendix.



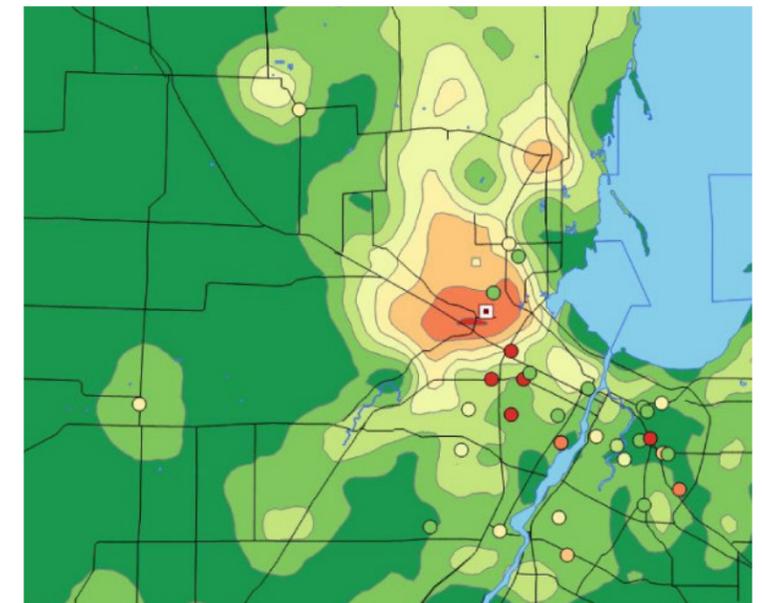
Projected Household % Change



2004 Household Income



Commercial Establishments per 1,000 Population



Location Analysis



Village Center Opportunities

By gathering information based on several site visits, researching current ordinances and reviewing marketing opportunities identified by Taurean Group, SAA was able weigh these attributes against the physical opportunities and constraints as presented by existing site conditions. These opportunities and constraints laid out a basic site framework for potential land uses, green space and pedestrian connections, vehicular circulation and potential gateways into the site. Below is a summary of the opportunities.

Potential Land Uses

Commercial land uses are a major component to the Village Center providing services for local residents while acting as a regional draw for shopping and entertainment. Within the Village Center commercial opportunities vary to accommodate automobile-oriented and smaller scale pedestrian-oriented businesses. As illustrated on the Opportunities Analysis (see page 9), commercial uses along the perimeter of the Village Center are likely given the surrounding land uses and adjacent traffic volumes. Near the middle of the Village Center is an area identified as a main street area that acts as the heart of the neighborhood offering commercial goods and services in a livable atmosphere. While uses within the main street area focus on commercial and retail, other uses such as office, residential and open space will play key roles in creating a vibrant Village Center. The inclusion of residences along with open space will create a dynamic environment that extends activities from the day into the night.

Beyond the commercial, residential and open space opportunities offered along the perimeter and main street area of the Village Center are expanded opportunities for living and recreating. Residential uses primarily line the northern perimeter of the Village Center offering exceptional views into Meadowbrook Park and the Lancaster Brook corridor promoting nature based recreation. Other forms of recreation are further fostered by the proximity to the YMCA and Library.

Open Space and Greenway Connectors

Two existing areas have potential to become the heart of the green infrastructure for the Village Center. The first space is located along the drainage corridor on the northwestern portion of the property. Not only could this area aid in management of stormwater, but can serve as a connector between Meadowbrook Park and the DNR property. The second potential open space is located just to the east of the Main Street area. Much like the first open space, it has potential to act as a major north/ south pedestrian connection for the site linking Lancaster Brook with the Duck Creek Corridor. The larger portion of this potential open space may provide a Village Square, incorporating some of the civic open space defined in the comprehensive plan. Unlike the other more passive recreation spaces, this area could function as more of a public gathering space for such activities as farmer's market, summer concerts, ice skating, etc.

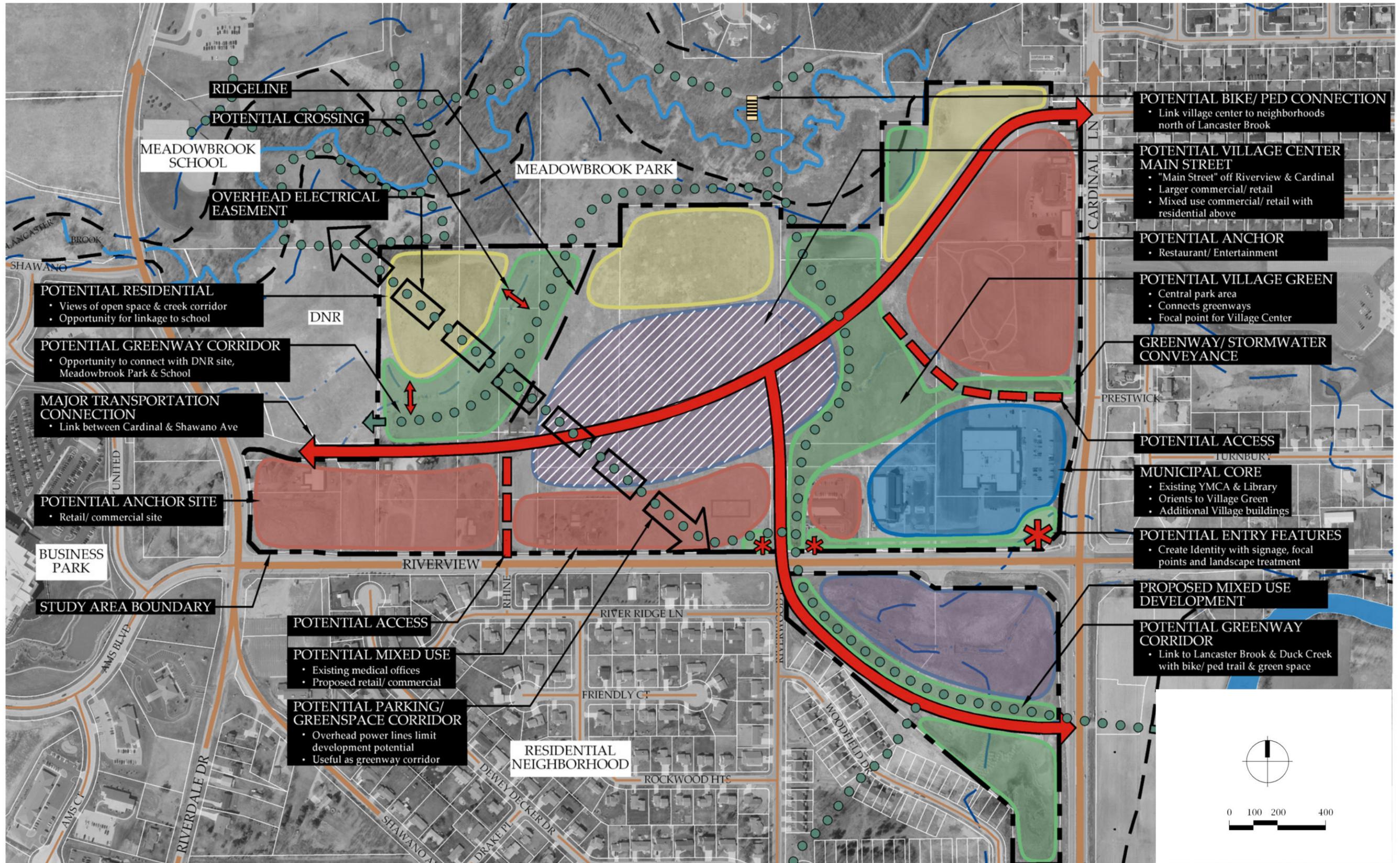
Vehicular Circulation

An existing right-of-way south of the DNR Headquarters site provides access to the site from Shawano Avenue and has the potential to become part of the main artery through the site, connecting to Cardinal Lane at the intersection of Landler Drive. Potential access along Riverview could be gained at Rhine or Riverview Lane, however it is recommended that Riverwood becomes the gateway entry as it leads to the heart of the Village Center. In addition to the central connection between Shawano Avenue and Cardinal Lane, there is a long range potential for a secondary connection to Cardinal Lane at the intersection of Prestwick Drive. This connection is not currently recommended due to the existing use of the Y.M.C.A . property.

Gateways/ Entrance Features

The potential for a series of gateway and entry features has been identified within the Village Center. These elements would assist in wayfinding and establishing the Village Center identity. Two primary locations for gateway elements have been identified near the intersections of Shawano Avenue and Cardinal Lane with Riverview Drive. These elements may carry a Village Center logo and should be combined with a perimeter landscape treatment that could tie to the primary entry near the intersection of Riverwood Lane and Riverside Drive. Entry features, similar in aesthetic character to the gateway elements, are proposed near the primary vehicular entries into the Village Center. Information included on the entry features would likely contain more information than the gateway elements and may include information such as store names.





Opportunities Analysis

Final Master Plan

Village Center Howard, WI

Design Process 9

Conceptual Design Phase

By bringing together the goals, site inventory information, opportunities, and input from the stakeholders, the design team was able to create three concept plans for initial consideration and discussion. SAA began to look at a large vision for the area as expressed in these three concepts without regard for current business owners and property lines, to explore all the options for the new Village Center. This process proved valuable in determining the flexibility of existing uses and fit for the area. This concept development process was not intended to offend any or ignore any existing business owners in the area but to allow all opportunities to be explored. The three initial concepts developed are attached for reference (Pages 11, 12 & 13). Character images were prepared for each land use represented in the concept plans to help express design intent and flavor.

The three concepts were then presented to the TRT and to area stakeholders, the public and the Village Plan Commission. Numerous, pertinent comments were made and the Village held additional stakeholder meetings to clarify issues before revisions were made to the concepts. Through coordination with Village Staff, the plans were recombined and refined to produce the Final Concept Plan.

Final Concept Plan

The Final Concept Plan (see page 14) represents a unique blending of elements present in the preliminary concepts presented to the public and Village staff. One of the primary goals of all the concepts was to tie the two open space networks and unique environmental resources of Duck Creek and Lancaster Brook together through this new Village Center. The Village Square is the jewel along this corridor representing the heart of the new Village Center. As the heart of the Village Center, this space presents unique opportunities for community to come together to socialize, shop and recreate. Events such as farmer's markets, library readings and outdoor performances create an exciting and lively environment drawing people from outside the community. Two story mixed use buildings offering opportunities for small boutique retailers or offices front along wide sidewalks with benches and landscaping. Residential opportunities on the second story of these mixed use buildings provide living options not currently present in the Village and extend the hours of activity in this central space, offering surveillance of the ongoing activities. Larger commercial buildings form the remaining boundaries of the Village Square expanding the diversity of shopping opportunities enhancing the appeal of this new district and increasing the draw for the boutiques across the street.

As the intensity of activity and development radiates out from the Village Square, new residences rise up to the north and west. A wide mix of housing options present themselves allowing for the development of a pedestrian oriented, architectural diverse series of neighborhoods. Housing options for those with families, to the elderly, integrate generations within walking distance of daily services and needs. A series of small parks and access points into the Meadowbrook Park corridor penetrate into the neighborhoods allowing children to kick a ball or a family walk at night. An interconnected grid of streets, weaved through the neighborhood fabric, align to take advantage of views into the open spaces surrounding the site and new focal points created within the neighborhood offer direct routes back to the Village Square. Trail systems through the Meadowbrook Park corridor extending north offer bikers and walkers access to the Village Center without stepping into a car.

As residences fan out toward the edge of the new Village Center, the intensity again increases. A mix of commercial uses providing services and products to the new neighborhood, employees from the surrounding businesses, and established members of the community border major travel routes adjoining the Village Center drawing people into the new heart of the Village.

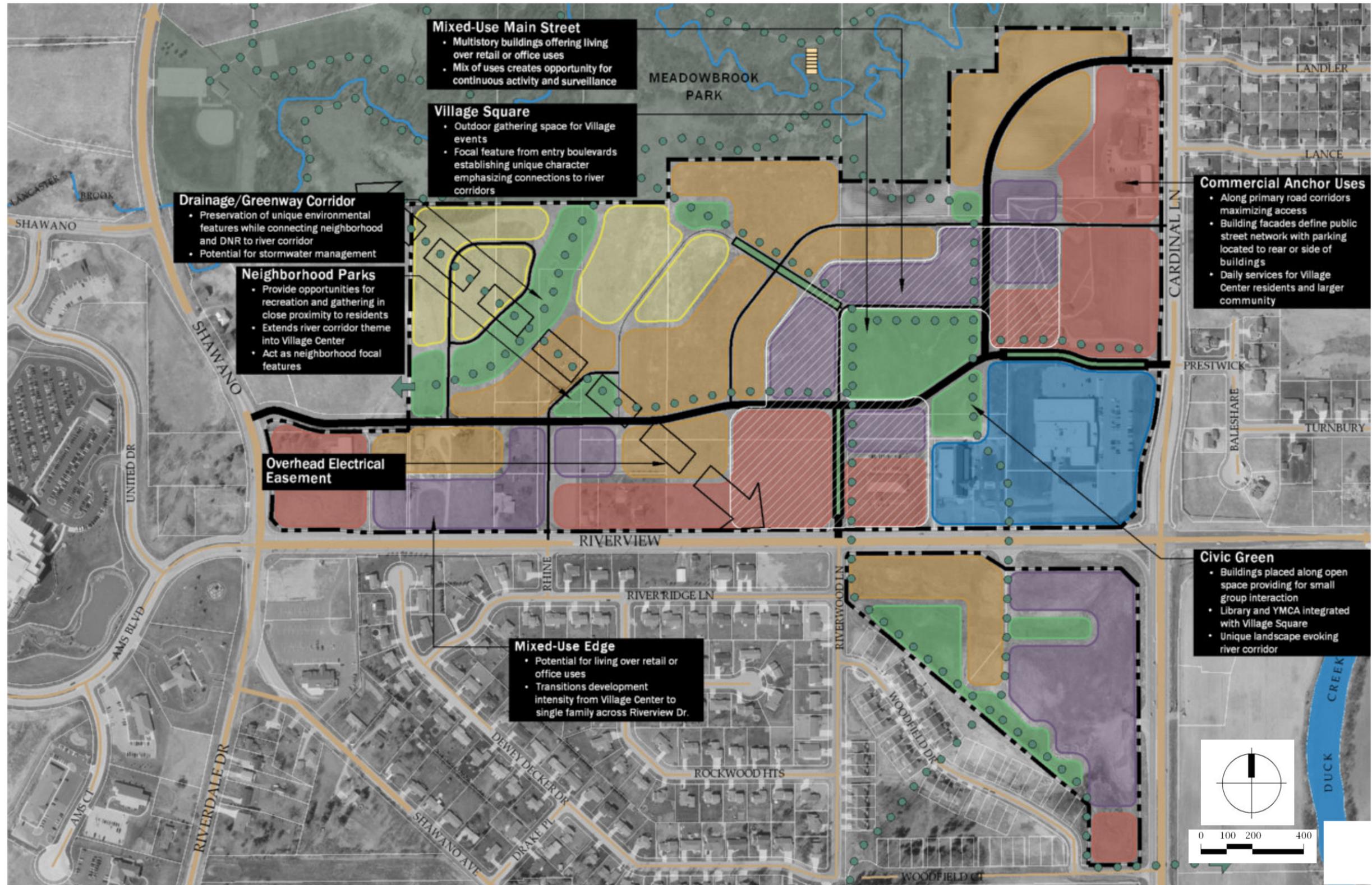
In order to bring the design to a more detailed level, including a master plan, the design team again met with the Village, TRT as well as residents. During these meetings SABA presented a more finalized concept and land use plan as well as presented a Visual Preference survey to the Village Board, Plan Commission and TRT. The Visual Preference Survey allowed the committees to input on architectural style, function of open space and streetscape treatment. Based on the results of these meetings SABA then finalized the Final Concept Plan and Land Use Plan and began to work on design guidelines for the the Village Center.

Village Center Master Plan

The Village Center Master Plan (see page 15) represents a refinement of the Final Concept Plan (page 14) due largely to the results of the Market Analysis Study and input from Village staff and public comment. Overall placement of streets, land uses and public open spaces has remained the same as in the Final Concept Plan. Due to the strong opportunity for a successful lifestyle retail center as determined in the market study, refinements were made for expansion of retail opportunities west of the Village Square with the addition of a street and enlarged mixed use retail areas. Staff and Board members attended a workshop session at SABA to explore visual preferences for many images of different land uses and built environments (see Appendix B). These preferred images guided preliminary master plan refinement and helped to illustrate and support the guidelines. The workshop group also toured various developments that relate in various ways to the new Village Center to help gain an understanding of the Village Center potential. Public input was obtained in an open house in Howard and many expressed dislike for the trail linkage shown through the center of the townhomes along Woodfield Drive. This trail linkage has been removed in the Preliminary Master Plan yet the opportunity to connect the new Village Center with the Duck Creek corridor and park areas still remains.

Even though the market analysis study shows significant demand for quality retail in the Howard area, the new Village Center should be a balance of retail and residential uses located around quality public open space and inter-connecting trails. The residential uses help provide a vibrancy and sense of neighborhood that retail alone can not provide in addition to providing housing for the increasing population and providing shoppers for the Village Center. The unmet retail demand existing after the completion of the Village Center can help spur redevelopment of existing retail centers throughout the Village of Howard.





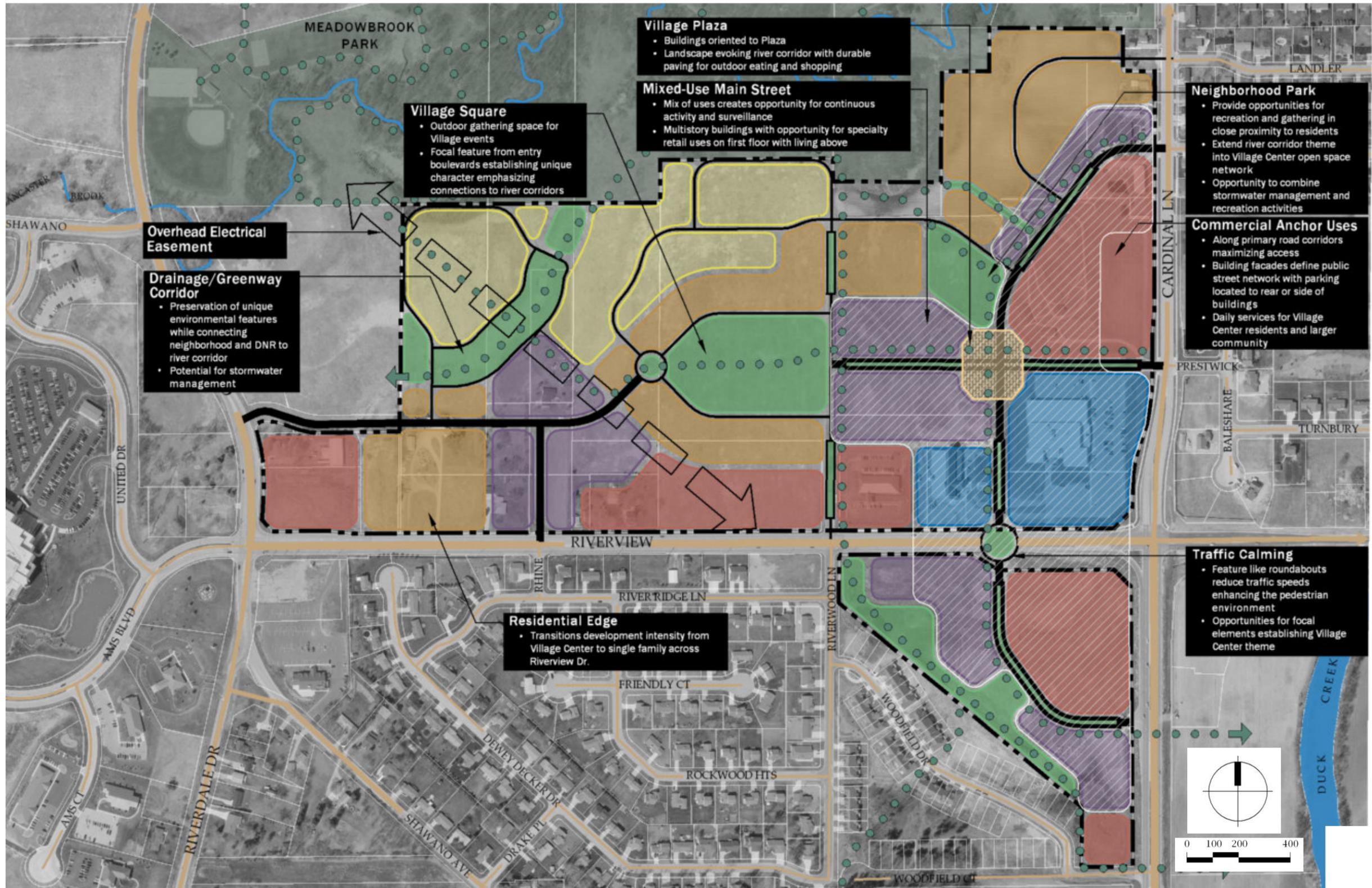
Concept Plan A

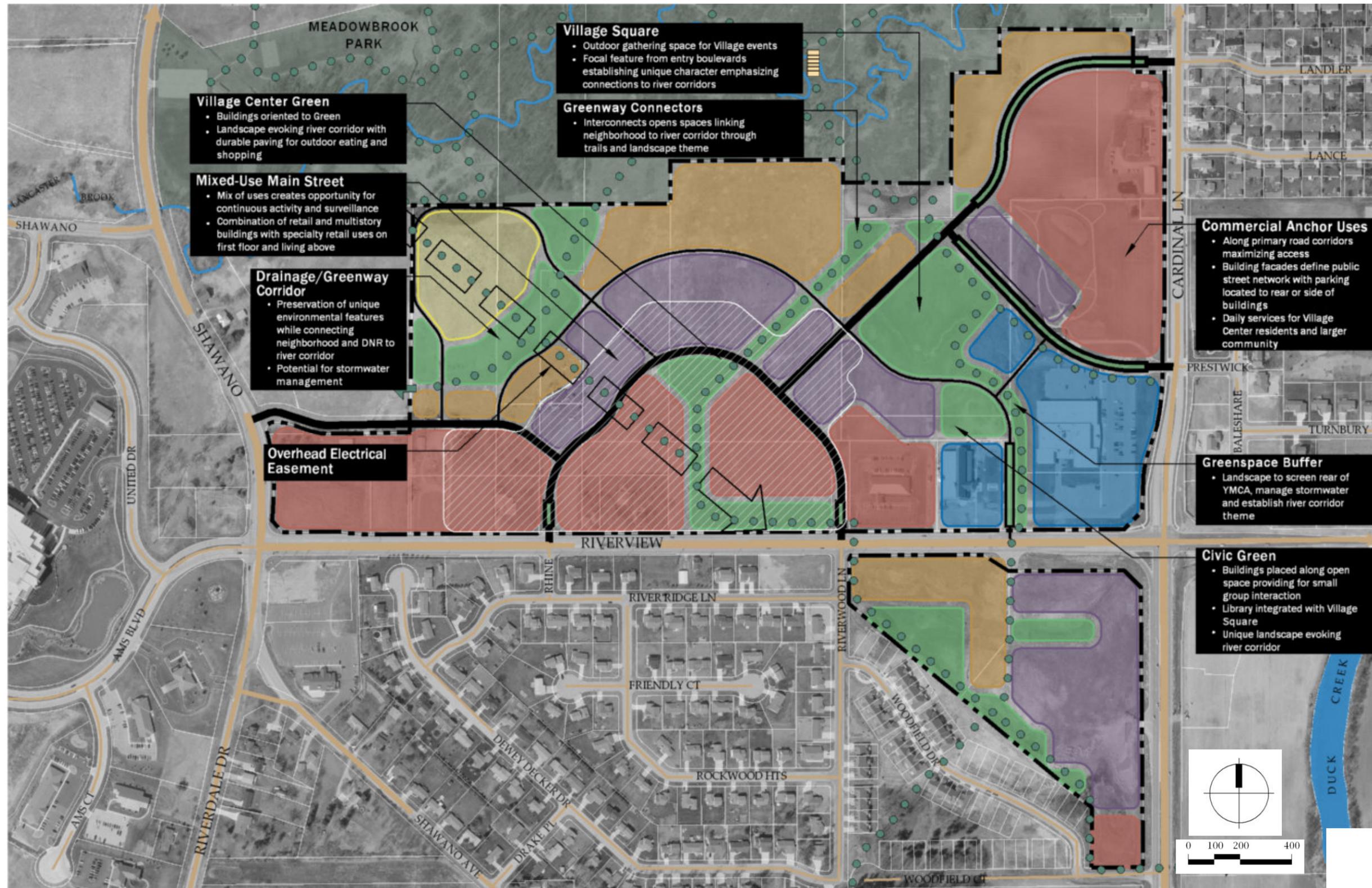
Final Master Plan

Village Center Howard, WI

Design Process 11



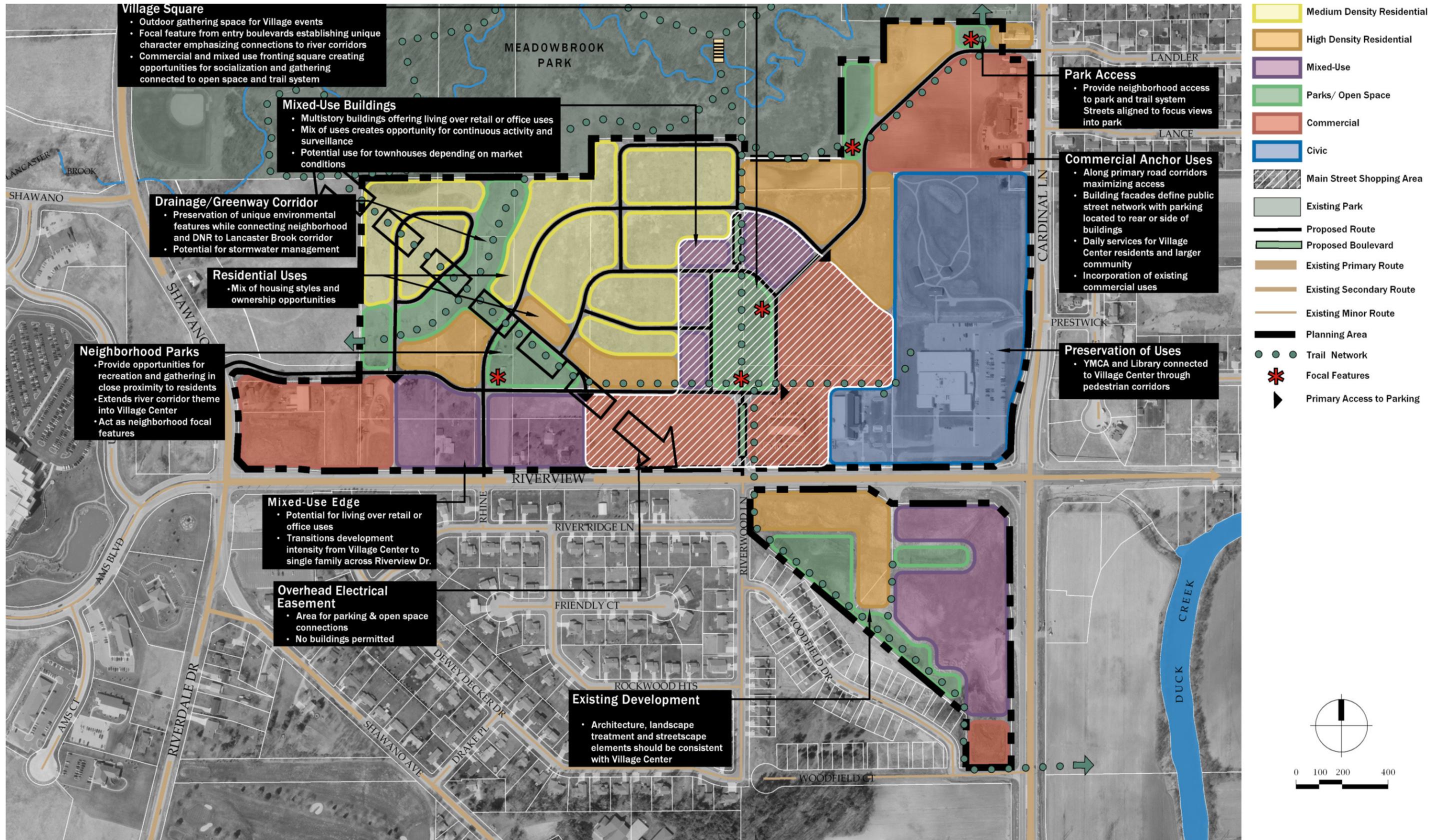


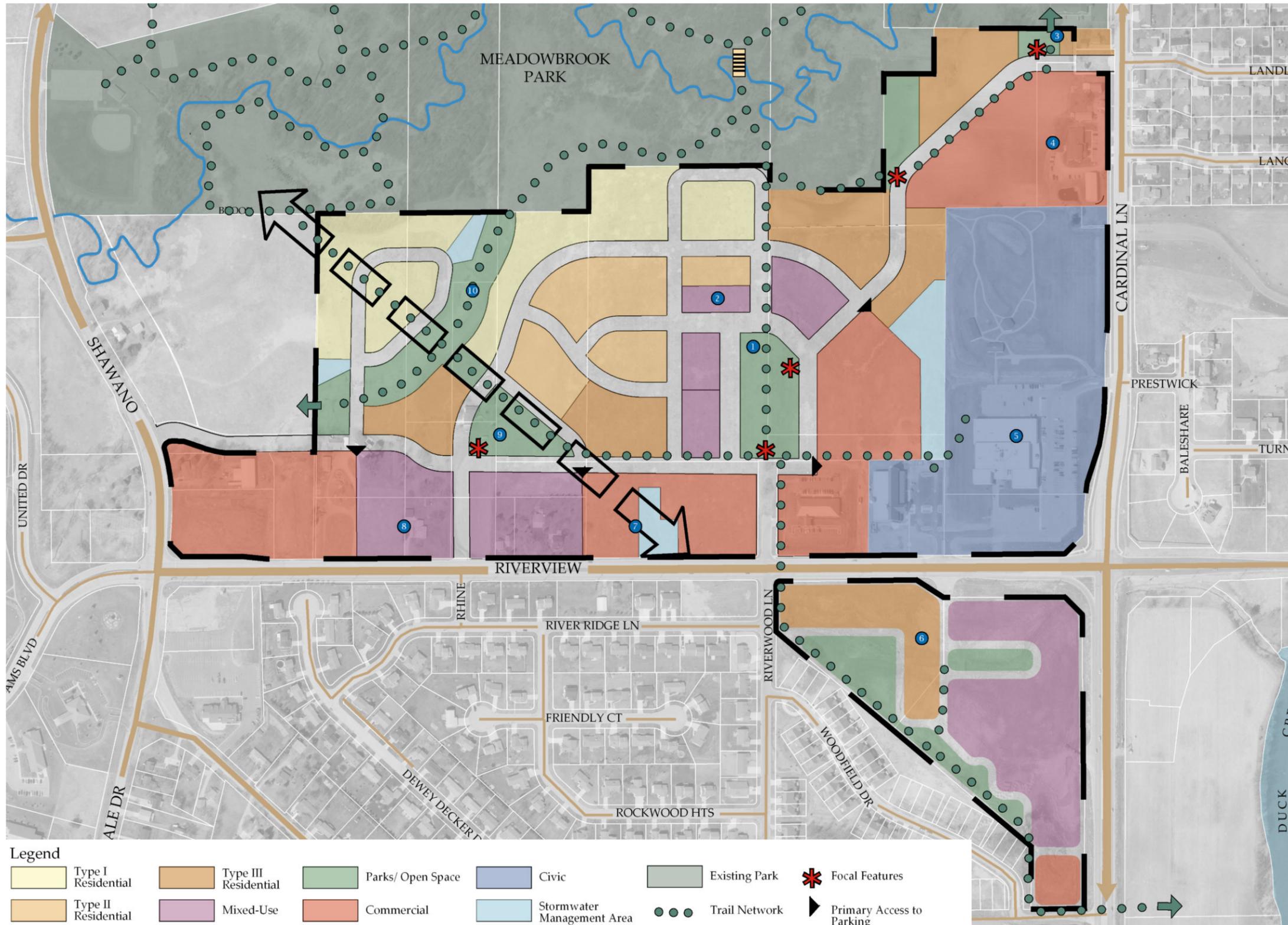


Concept Plan C

Final Master Plan







- 1 Village Square
 - Outdoor gathering space for Village events
 - Focal feature from entry boulevards establishing unique character emphasizing connections to river corridors
 - Commercial and mixed use fronting square creating opportunities for socialization and gathering
 - Connected to open space and trail system
- 2 Mixed-Use Buildings
 - Multistory buildings offering living over retail or office uses
 - Mix of uses creates opportunity for continuous activity and surveillance
 - Potential use for townhouses depending on market conditions
- 3 Park Access
 - Provide neighborhood access to park and trail system
 - Streets aligned to focus views into park
- 4 Commercial Anchor Uses
 - Along primary road corridors maximizing access
 - Building facades define public street network with parking located to rear or side of buildings
 - Daily services for Village Center residents and larger community
 - Incorporation of existing commercial uses
- 5 Preservation of Uses
 - YMCA and Library connected to Village Center through pedestrian corridors
- 6 Existing Development
 - Architecture, landscape treatment and streetscape elements should be consistent with Village Center
- 7 Overhead Electrical Easement
 - Area for parking & open space connections
 - No buildings permitted
- 8 Mixed-Use Edge
 - Potential for living over retail or office uses
 - Transitions development intensity from Village Center to single family across Riverview Dr.
- 9 Neighborhood Parks
 - Provide opportunities for recreation and gathering in close proximity to residents
 - Extend Lancaster Brook corridor theme into Village Center
 - Act as neighborhood focal features
- 10 Drainage/Greenway Corridor
 - Preservation of unique environmental features while connecting neighborhood and DNR to river corridor
 - Potential for stormwater management

Legend

Type I Residential	Type III Residential	Parks/ Open Space	Civic	Existing Park	Focal Features
Type II Residential	Mixed-Use	Commercial	Stormwater Management Area	Trail Network	Primary Access to Parking



Village Center Master Plan

Final Master Plan



OVERALL DESIGN GUIDELINES

The following development guidelines have been created to aid in the implementation of the new Village Center. The intent of the guidelines is to establish clear benchmarks to encourage the desired design aesthetic. Although highly descriptive in parts, the guidelines clearly encourage designers to create thoughtful and creative buildings and sites. No one particular style is required. Rather, the guidelines suggest that buildings relate through a common architectural language that express pedestrian scaled details, appropriate setbacks, and scale with quality, well placed site features.

The development guidelines are organized into two primary parts:

- Overall Guidelines for the entire Village Center (This Section)
- Guidelines unique to specific districts within the Village Center (Next Section)

This organization provides the principles, standards and guidelines that are common throughout the study area as well as to highlight those unique and character giving elements that are specific to certain areas and development types. These sections include guidelines for buildings, sites, and private business signage.

Guiding Principles for the Village Center

The guiding principles developed for the Howard Village Center underpin the design of some of the most popular and economically viable commercial business districts in the nation. "Walkable" streets, human-scaled architecture, public spaces, street furnishings, and landscaping are common design features that make these places attractive locations for shopping, working, visiting and living.

The following principles describe what the Village Center design should achieve:

1. **Attractive Spaces:** The Village Center will be a thoughtfully designed neighborhood with attractive public and private spaces.
2. **Mix of Uses:** Sites will be designed to support a full range of neighborhood uses.
3. **People-Focused Design:** Sites and streets will be easily accessible for cars, but more importantly, designed to be enjoyed as safe, welcoming and inviting for people.
4. **Interconnection:** The Village Center will provide thoughtful, accessible, convenient, and attractive connections.
5. **Sense of Place:** The Village Center's architecture and landscape design will provide unique character and definition to the neighborhood's streets.
6. **Human-Scaled Architecture:** Although many architectural styles may be appropriate, all buildings will be designed and proportioned to provide interest and enliven the street by avoiding monotonous blank walls and large uninteresting masses.

Design Guidelines for the Entire Village Center

General Building Design Guidelines

The design of buildings is an important part of shaping the character of the entire Village Center area. The center's new buildings provide the opportunity to enliven the public streetscape, complement the Village character, and provide inviting entrances for pedestrians.

1. Avoid blank, monotonous walls with little differentiation or scale providing elements.
2. Create buildings with details and proportions that are scaled to the pedestrian.
3. Consider the use of awnings, varied roof forms, windows and other amenities that provide scale to buildings
4. Building height adds character to the street. Non-residential buildings should be between 1 ½ and 4 stories.
5. Design all visible sides of buildings.
6. Encourage franchises to provide building and site designs that match the unique guidelines created for the Village Center.
7. Corner buildings play a prominent role in defining the character of entire blocks. Setbacks on these buildings should be minimized and the buildings should include special architectural features such as towers, rounded walls, recessed entries or similar treatments.

Architectural Style and Character

No one architectural style is required for the Village Center. Architectural style and character first must be based upon the suitability of a building for its purposes and legitimacy of the building's use. Additional considerations include the buildings proposed massing, proportion, scale, orientation to public spaces, orientation to other buildings, use of materials, and other attributes that impact the character of the proposed development.

Although no one "style" has been adopted for the district, development at the Village Center must ultimately be coordinated. The design guidelines in this chapter discuss how buildings can share a common "architectural language." This language is communicated through coordinated elements such as materials, scaling, rooflines, rhythm of window and door openings as well as site design and building placement.

It is not the intent of these guidelines to promote a duplication of any certain historic period. Buildings should be designed as products of their own time. However, many historic buildings can provide clues on how to proportion and detail a façade.

Craftsmanship

Quality craftsmanship creates an image of pride. Thus, craftsmanship should be stressed in all construction in the Village Center. Poor implementation of projects will have a detrimental impact on the project and community image.



Façade Composition and Fenestration

Regardless of style, buildings should have a distinct base (how the building meets the ground), middle, and top (how the building meets the sky). Features such as bulkheads, transomes, cornices, decorative banding, and parapet walls can be used to define these building features.

Commercial buildings in the Village Center should enliven the ground level streetscape. Storefronts should largely be “transparent”. This can be achieved through the use of clear, non-tinted windows. On the ground floor, windows should comprise between 60 and 90% of the storefront facade. In instances where more privacy may be desired, features such as cafe curtains should be considered. In no instance should darkly tinted or mirrored glass be used on the ground floor.

Upper floors of commercial buildings should have a maximum of 60% of any elevation in window coverage.



Top: An Upper Façade with approximately 60% Window Coverage

Bottom: A transparent storefront with over 80% window coverage

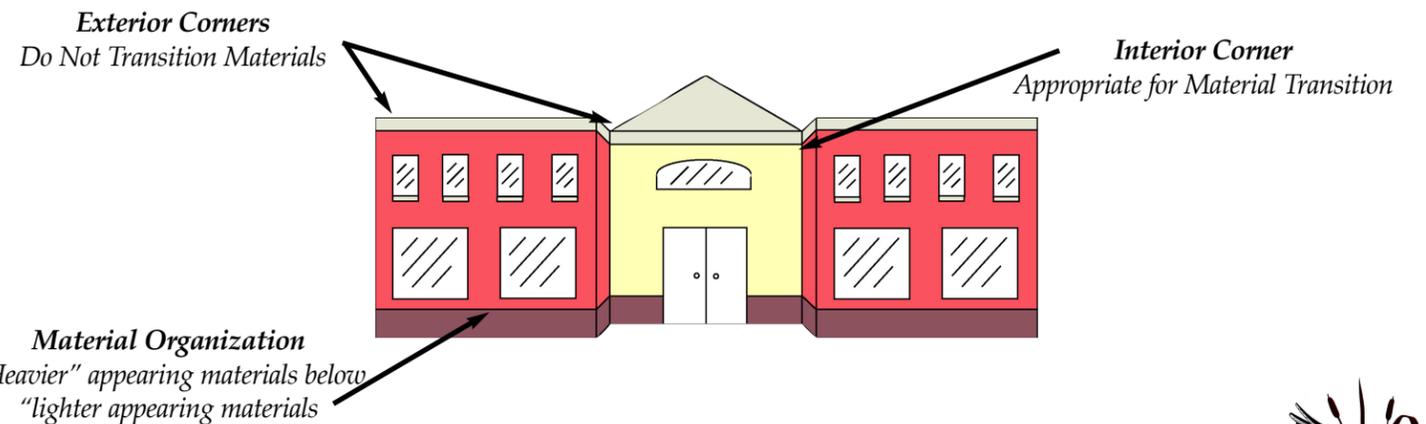


Although replicating historic buildings is discouraged, many historic buildings can provide clues on providing a distinct base, middle and top.

Building Materials and Color

Materials add variety and richness to a building. The following is a list of acceptable and preferred materials that can be located in the Village Center. Please note that more descriptive standards are found under sections 3-5, that are specific to each district. It is important that buildings are reviewed on a case by case basis to insure conformity with the guidelines and their intent.

1. Primary Materials are those that compose a majority of the solid (non-window) portion of any elevation. Depending on building type and location additional primary building materials may be identified. The following primary materials may be used in all projects.
 - a. Common size brick. Special sizes and shapes would be acceptable as accents and decorations.
 - b. Native Stone.
2. Acceptable Accent and Secondary Materials (All Buildings) The following materials are allowable as accents or secondary materials on all buildings.
 - a. Precast Concrete and Cast Stone
 - b. Terra Cotta
 - c. Stucco
 - d. Wood Siding
 - e. Ornamental Metals
 - f. Decorative Concrete Block only as a base or accent material in facades.
3. Material Transitions: Material changes should always occur at inside corners to give the materials a sense of permanence and thickness. A change at an exterior corner does not provide this sense and additionally, may provide an unprotected seam vulnerable to damage and peeling. It is recommended that front façade materials "turn corners" at exterior corners. Material changes may also occur horizontally. In this case, it is generally recommended that the heavier material appears below the lighter.
4. Building colors are a largely a personal decision. Unpainted masonry (bricks and stone) are preferred options. When colors are used, they should be chosen from a palette that offers variety, yet excludes radical deviations. The use of bold and bright colors should be limited only to building accents.



General Site Design Guidelines

Site design refers to the physical arrangement of buildings, walkways, parking lots, lighting, landscaping and other elements on a property. The arrangement of these elements contributes to the functional and aesthetic character of the site and ultimately, the entire district. Site design that places attractive buildings closer to the street strengthens the character of the street. In contrast, sites with large unscreened front parking areas or large setbacks generally contribute little to the aesthetic quality or the pedestrian environment of the district. The following general site design guidelines apply to commercial, business, and non-single family housing. Additional guidelines, specific to each design district, are detailed in following sections.

1. Minimize building setbacks, bring mixed use, business, and multi-family residential buildings close to the sidewalk.
2. Buildings should be situated parallel to the street.
3. In cases where buildings are set back, add berms, dense landscaping or decorative fencing to help define the street edge.
4. Move parking lots to the sides and rears of buildings.
5. All parking lots should be screened with ornamental fencing, dense hedges and other plantings to soften the visual impact.
6. Connect entrances to the public sidewalk.
7. Promote downward aimed site lighting that complements the public street lighting
8. Screen trash and utility areas.

Parking Lot Design

1. Parking should be located along the sides and rears of buildings. Different planning districts may have more stringent design requirements related to parking lots.
2. Internal areas of parking lots should include plantings and infiltration areas for stormwater.
3. Parking lot lighting should be from "downward-aimed" sources to limit light pollution
4. Parking areas should have clearly designated pedestrian walks. These walks should at a minimum be striped. Main walks are encouraged to be marked through changes in grade, materials, colors, or with other formal sidewalk changes
5. Configure parking lots to conceal loading docks, storage, etc
6. Promote shared parking lots with internal circulation between properties



Sign Guidelines for Buildings and Private Property

The following types of signage are allowed in the Village Center.

1. Monument signage less than 10 feet in height.
2. Free-standing signs that include masonry and other design elements that are architecturally integrated with the building they serve. This does not include standard pylon signs.
3. Individual back-lit letters on buildings
4. Building signs, in appropriate signage locations, that are illuminated through external light sources. Plastic, back-lit signs shall not be allowed.
5. Window Lettering.

Signs should be designed to meet the following principles:

- Simple, neat, and easy to read
- Limit text on signs to business name
- Use lighting only when necessary
- Use a projected light source (not a plastic backlit sign)



Individual Letters



Projecting Sign



Awning Sign



Landscaped Monument Sign



Architecturally Integrated Sign

Design Standards for Public Spaces

Wayfinding Guidelines

The Village Center streetscapes establish a hierarchy and quality aesthetic for users upon entering the site. Equally important is the exterior or outward aesthetic along the Village Center perimeter. A quality aesthetic character can be established through the appearance of the signage and perimeter landscape buffer treatment that helps create a sense of place and aids in wayfinding. As with the streetscape, signage should have a well planned hierarchy that conveys the appropriate information and aesthetic character for the Village Center Neighborhood.

Components of wayfinding include:

- Appropriate located, well designed signage
- Unifying landscape edge treatment
- Hierarchical use of light fixtures, amenities and banners

Two primary areas are noted for Type A Identity Signage. These locations are at the busiest intersections along the periphery of the Village Center and should convey to consumers the available services and goods. Beyond these functional aspects, the signs themselves can aid in establishing the aesthetic quality found in the Village Center Neighborhood through the use of materials, lighting and landscaping. While these identity signs inform users, two Main Entry Signs (Type B) have been identified that welcome users into the Village Center Neighborhood. These signs should have similar materials and landscape treatments to the Identity Signage for unity, but will be smaller in scale. Secondary Entry Signs (Type C) also serve to welcome people to the site but will likely be smaller with more modest landscape treatments given their residential setting.



Entrance / Identity Sign

Overall Streetscape Design

The Village Center Neighborhood street network has been developed with a hierarchy that is based on the function of each street. For this reason, different street cross-sections have been developed to assure that each road functions appropriately for both the pedestrian and vehicular users. Consideration has been given to the functional issues of parking, drive lanes and sidewalk locations and widths. Aesthetic considerations are of significant importance as well. As the market analysis indicated, the aesthetics of a place impact consumer's willingness to stop and shop at a location. While many of the factors impacting aesthetics relate to the architectural character established by elements like buildings, the public street aesthetic can greatly impact the overall perception of a place.

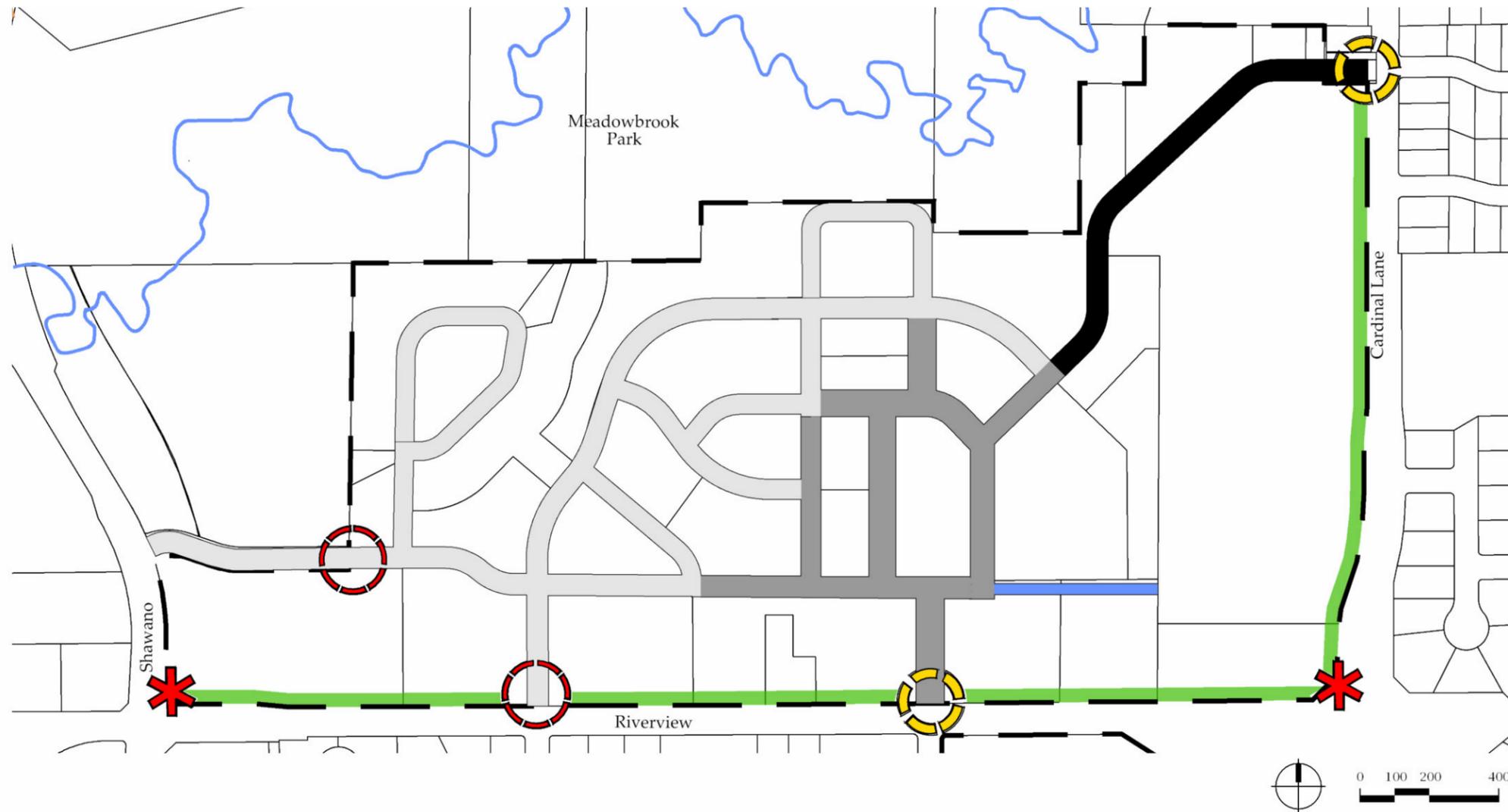
The street network has been divided into three primary types or streetscapes relating to the aesthetic character desired within the Village Center. The streetscape types include the following.

- Village Square Streetscape
- Village Square Entry Streetscape
- Village Center Streetscape

The heart of the Village Center Neighborhood is located at the Village Square (District I) and is intended to have the most elaborate streetscape. A wide variety of elements should be used to highlight the importance of this area and add to the quality appearance within this district. Streetscape elements within this district will likely include specialty roadway and pedestrian lighting with unique banners, site furnishings such as benches and more intensive landscaping. The elements within this primary district will become the inspiration for the remaining streetscapes.

In addition to the streetscapes noted above, a Civic Lane has been identified that will link the Village Square to the YMCA and Library. This lane is intended to be a highly aesthetic gracious walkway linking these perimeter uses to the Village Square. As the Village Center retail becomes established, this connection will likely become a key linkage for pedestrian users.





STREETSCAPE TYPES

- VILLAGE SQUARE ENTRY STREETSCAPE**
 - Similar to Village Square Streetscape with less intense use of amenities and specialty pavements
- VILLAGE SQUARE STREETSCAPE**
 - Unique lighting fixtures with banners, logos and amenities
 - Select use of specialty pavers
 - Most intense use of plants, annuals and perennials
- VILLAGE CENTER STREETSCAPE**
 - Light fixtures complementary yet different from Village Square
- CIVIC LANE**
 - Pedestrian path with Village Square Streetscape treatments

WAYFINDING ELEMENTS

- IDENTITY SIGN TYPE A**
 - Lighted sign and logo
 - List of retail tenants
 - Landscape Treatments
- MAIN ENTRY SIGN TYPE B**
 - Lighted sign and logo
 - Wall features
 - Landscape Treatments
- SECONDARY ENTRY SIGN TYPE C**
 - Lighted sign and logo
 - Landscape Treatments
- LANDSCAPE EDGE TREATMENTS**
 - Unify perimeter
 - Link identity signs to main and secondary entry signs



Streetscape and Wayfinding Plan

Final Master Plan

DEVELOPMENT DISTRICTS: DESIGN AND USE

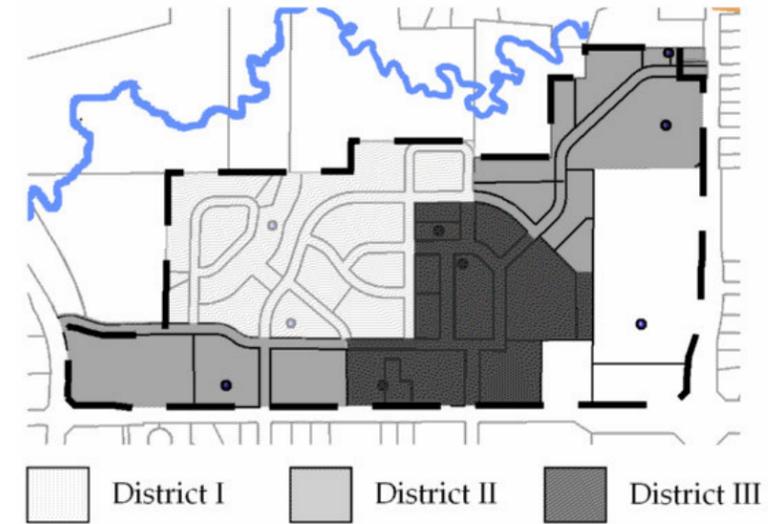
Development Districts

The Land Use Master Plan is divided into three primary subareas or districts which include the following:

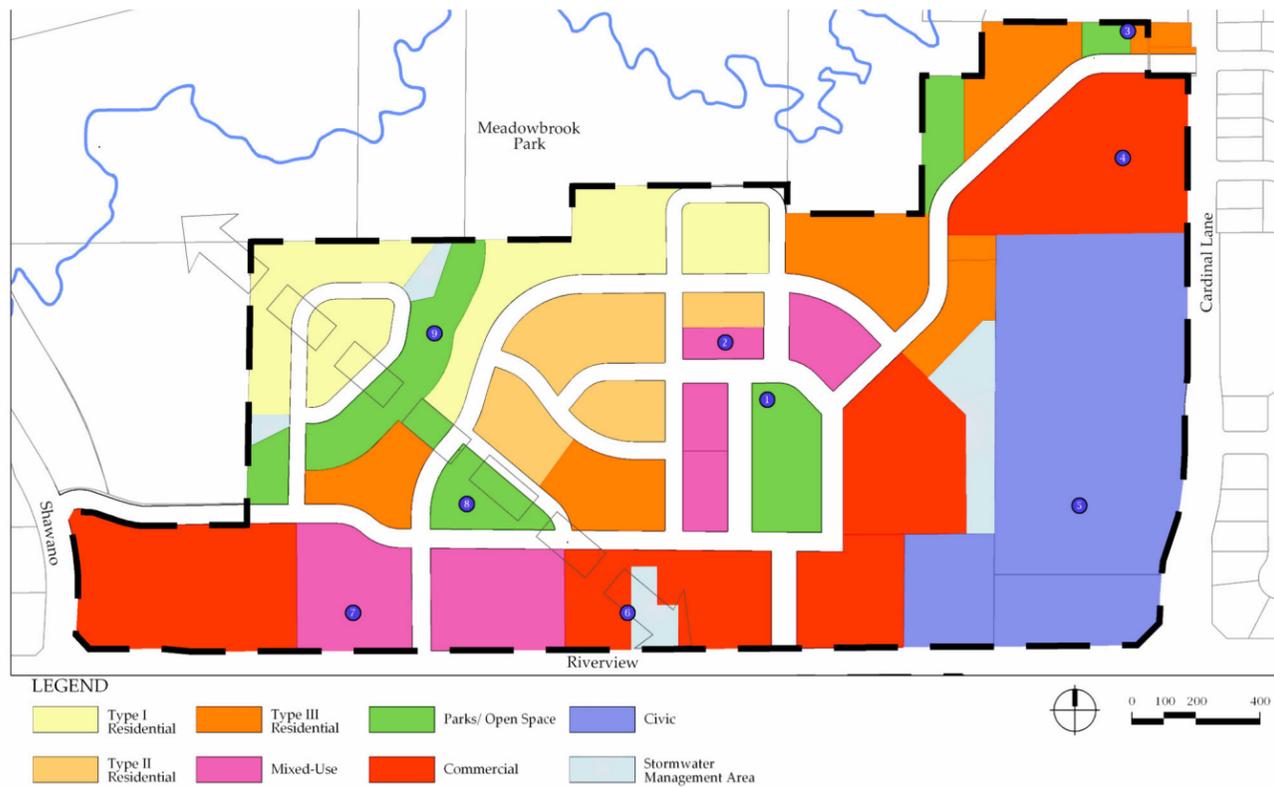
- District I- Village Square District
- District II- Village Edge District
- District III- Mixed Residential District

These districts create the organizing framework around which specific area design guidelines have been developed. For each district, a description and objectives statement is included setting the tone for the development. Specific design guidelines relating to issues such as building placement, architecture, and parking are listed for each land use within a district along with images illustrating the intended character within the district. Other details, such as suggested street sizes and public open space schematic designs, are included within each district discussion to reinforce the design intent of the Land Use Master Plan.

While the specific standards for each district are somewhat different, there are overall guiding principles for the Village Center Neighborhood. These overall principles are listed below and provide a basic framework for the more specific design guidelines and details provided within each district discussion.



District Location Map



Overall Land Use Plan

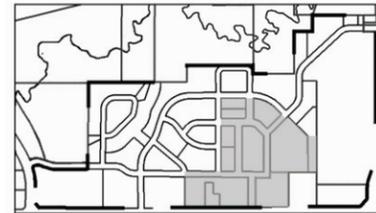


District I: The Village Square

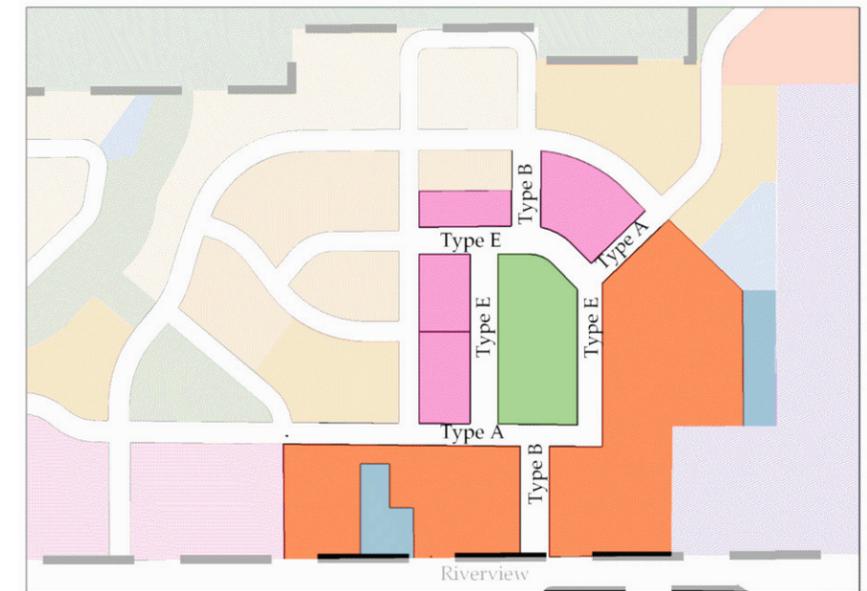
The village square district is the heart of the new Village Center neighborhood. The integrated mixture of neighborhood scaled commercial and office uses offer the day-to-day goods and services for neighborhood residents. Commercial uses such as a deli, coffee shop, dry cleaner, specialty retailer and drug store will enhance street life while serving the needs of pedestrians and local neighborhoods alike. The upper story residential in the mixed-use buildings will infuse this corridor area with liveliness and add to the security of the area.

Village Square Design Objectives

- Promote "vertical" mixed use buildings
- Frame the Village Square with building height and minimized building setbacks
- Create easy, attractive, and convenient pedestrian connections
- Accommodate outdoor gatherings and events of various sizes
- Encourage "round-the-clock" activity
- Focus on the pedestrian while accommodating the automobile
- Provide for local and regional goods.



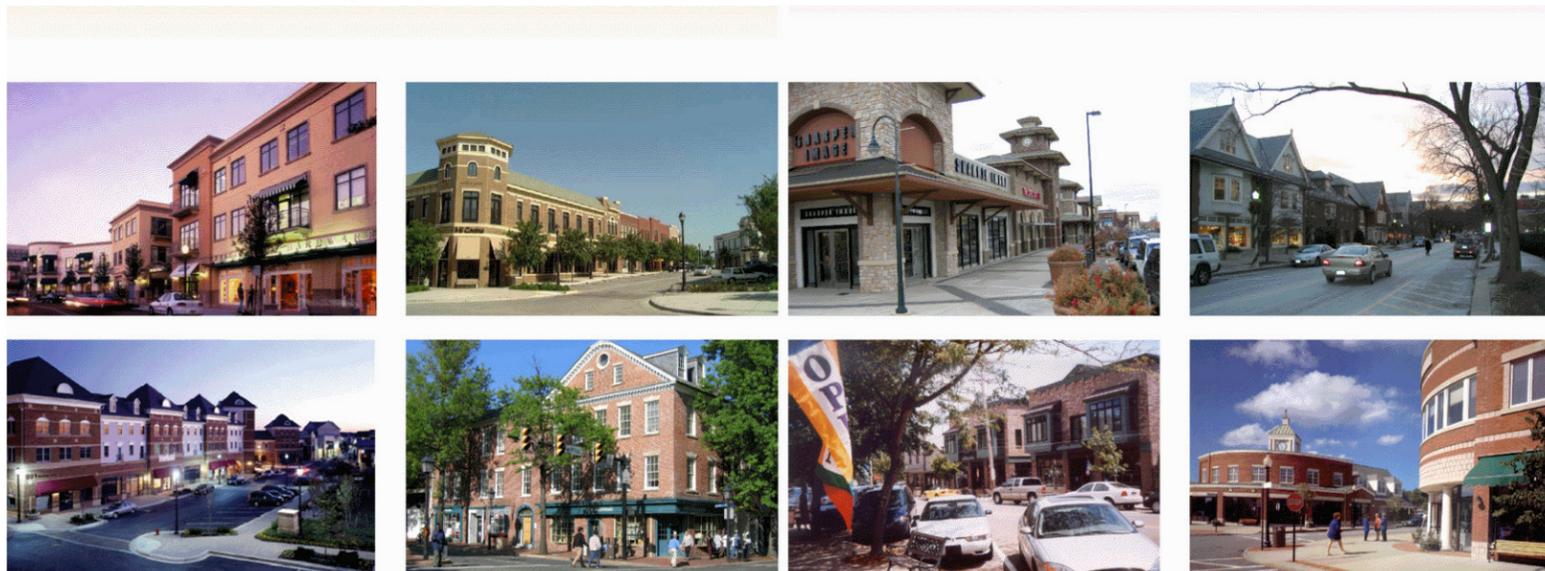
Location Map



LEGEND

Type I Residential	Type III Residential	Parks/ Open Space	Civic
Type II Residential	Mixed-Use	Commercial	Stormwater Management Area

District Land Use Map



Village Square Character Images

Village Square Land Use

The Village Square comprises a mix of highly planned mixed use, commercial, civic and Open Space features. Mixed Use development in the Village Square refers to "vertical" mixed use. The intent is to promote ground floor retail beneath office or residential space. Commercial uses may include neighborhood and more regional serving businesses such as grocery stores, banks, general office, and similar uses. Existing civic uses are also incorporated into the planned use mix. These uses are designed around the Village Square, a planned public gathering place at the heart of the Village Center.



Building Types

The following building types are allowed in the Village Square District:

- Vertical Mixed Use (Ground Floor Retail below office or residential)
- "Stand Alone" Commercial, Retail and Office Buildings meeting all design standards.

Block Design and Building Relationship to the Square

1. Individual buildings should create coordinated blocks and blockfaces.
2. Buildings should be located parallel to streets and be placed to frame the Square.
3. Buildings along the Square should be built up to the right-of-way edge. The right of way should serve as the "build-to" line for blocks in this district. "Build-to" lines should be used to guide building placement versus conventional setback lines.
4. At a minimum, 70% of any block should have buildings at the right-of-way line.
5. Portions of buildings not built to the "build to" line may be recessed, typically up to 4 feet, in order to provide planting, plaza space, or to differentiate large building facades.
6. Buildings that terminate vistas should provide design elements and articulation that respond to the location. Plazas and related focal features may also be appropriate at key terminating vistas.
6. Parking should be located behind buildings along the Square



Individual buildings should form coordinated blocks. Minimal setbacks will create an attractive streetwall to "frame" the Village Square. At least 70% of any given block in this district should have buildings up to the right-of-way line.

Building Size and Mass

1. Two to 4 story buildings are recommended to provide the designated height needed to appropriately frame the square.
2. Building facades with street frontage in excess of 60 feet should be broken up every 30-60 feet through variations in materials, color, recesses or projections and other details that create the appearance of smaller buildings or bays.

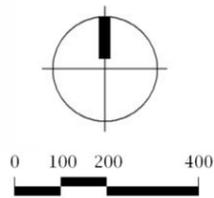
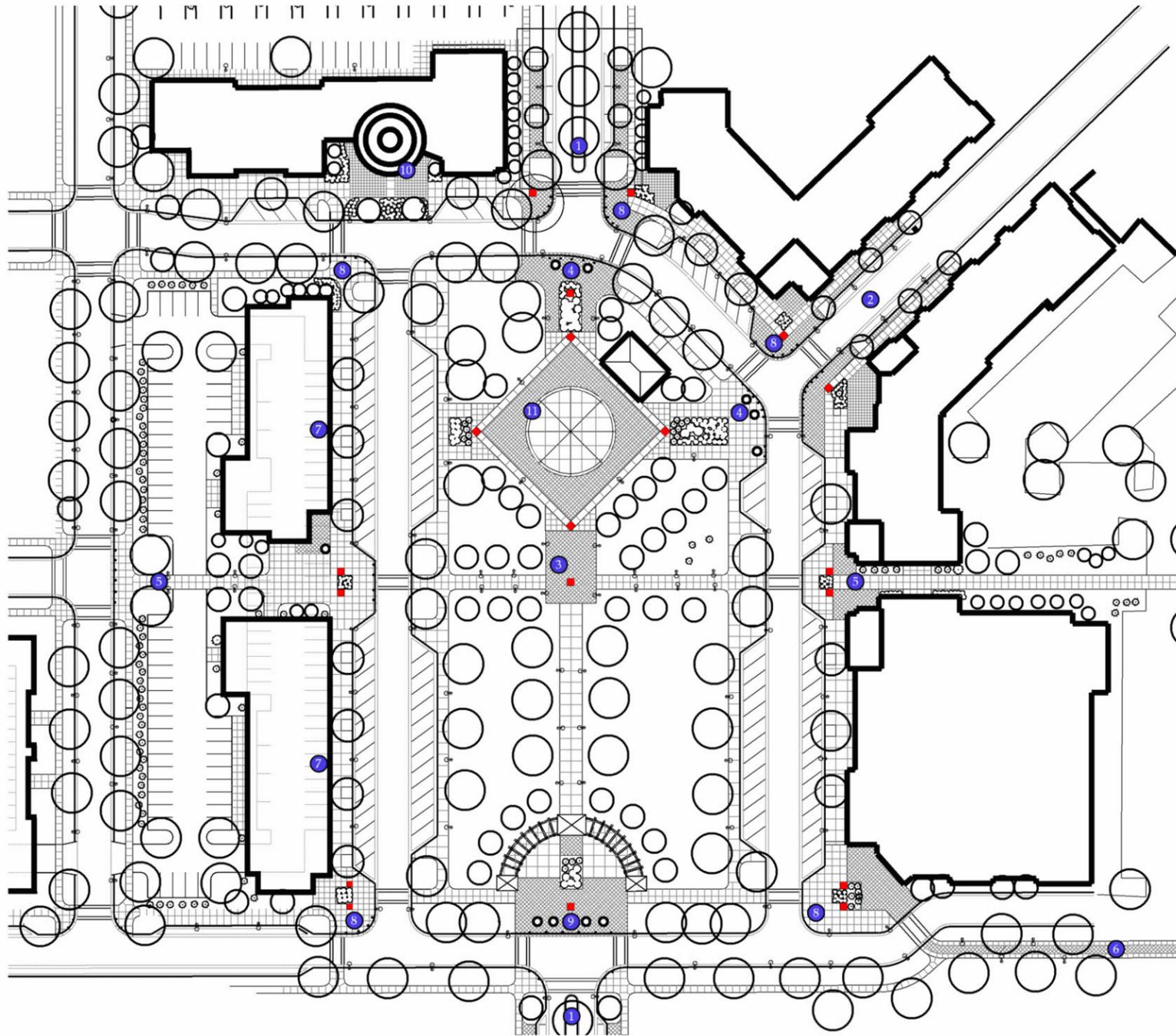
Materials and Façade Composition

1. Visible sides of buildings should include details that complement the front façade.
2. Front Elevations: 100% of all materials used on street (front) elevations shall be acceptable materials as defined under the general building guidelines. Accent and secondary materials should comprise no more than 30% of the solid (non-widowed) portion of any elevation. Commercial uses should have at least 70% of their ground floor front elevation in clear windows. The inclusion of awnings is encouraged to enliven the streetscape and provide shade and cover to storefront entries. Upper floors should have a maximum transparency (window coverage) of 60%.
3. Prominent Side Elevations: Side elevations that abut a primary public street or the square shall follow design standards for front elevations. The requirement for entrances and window coverage will be reviewed on a case-by-case basis, per the buildings location, use, and site layout.
4. Other Side Elevations: Side elevations with limited visibility that do not abut a primary public street, public walkway, or principal parking area shall be required to utilize 60% acceptable materials as listed in these guidelines, provided all materials complement the front façade and are both durable and appropriate for exterior use.
5. Rear Elevations. On buildings where the rear elevation faces the street, the building should be treated as a front elevation. On structures in which the rear elevation is highly visible to the public, such as those fronting on parking areas. The rear elevation should utilize 60% acceptable primary materials and include features such as porches, plantings, awnings and other considerations.

Windows, Doors, and Entrances

1. Windows, doors, and entrances should create a rhythm or pattern of openings.
2. Building entrances should be the focal point of the façade. They may be highlighted and articulated through awnings, signage or other features.
3. Street facing entrances should be recessed from the front building plane.
4. Non-store front windows should generally be oriented vertically (taller than they are wide). Other orientations will be considered on a case-by-case basis.





- 1 ENTRY BOULEVARD TO VILLAGE SQUARE**
- Specialty pavement between parallel parking and public sidewalk.
 - Placement of street trees and lighting should not conflict with car doors.
 - Street trees shall be appropriately sized for specified planters.
 - Tree grates not recommended.
 - Boulevard to receive plantings of specimen shade trees, shrubs and perennials.

- 2 CENTRAL IDENTITY FEATURE**
- Terminates views from 5 major axes.
 - Main focal point for square
 - Creates memorable location and may include such elements as public art, fountain or sculpture

- 5 PEDESTRIAN CORRIDOR**
- Major pedestrian path connects parking behind buildings to businesses around plazas and Village Square.
 - Nodes for outdoor activities, eating .
 - Village Square identity features and specialty landscaping.

- 6 CIVIC LANE**
- Pedestrian way connecting Library/YMCA to Village Square.
 - Lighting and amenities consistent with Village Square.
 - Tree plantings along lane to create alle
 - Specialty paving.

- 7 RETAIL FACADES**
- Easy access for clients.
 - Angled parking and specialty pavement in terrace provides easy access to store fronts and entries
 - Placement of trees and lighting to coordinate with parked cars.
 - Reduced building setbacks to provide presence along street

- 8 TYPICAL PEDESTRIAN CROSSING**
- Large areas of depressed curbs to evoke feel of pedestrian plazas.
 - Bollards to protect pedestrian spaces and enhance accessibility.
 - Special treatment of cross walks in to differentiate pedestrian zone from vehicular zone.
 - Landscape accent areas.
 - Village Square District identity features.

- 9 MAIN ENTRY FOCAL POINT**
- Large plaza area with specialty landscape, pavement treatments, bollards, planters, overhead arbor and other site amenities.
 - Opportunity for significant identity feature to create welcoming and aid in wayfinding.

- 10 ARCHITECTURAL FOCAL POINTS**
- Building and architectural features to function as focal points.
 - Help create mini plazas that support area businesses and activities in the square.
 - Specialty pavement and landscape treatments to compliment architecture.
 - Increase architectural diversity and appeal.



Village Square Master Plan

Final Master Plan

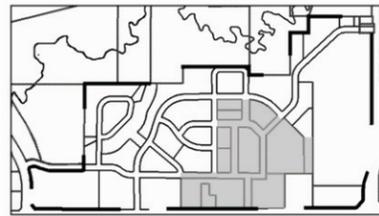


District II- Village Center Edge

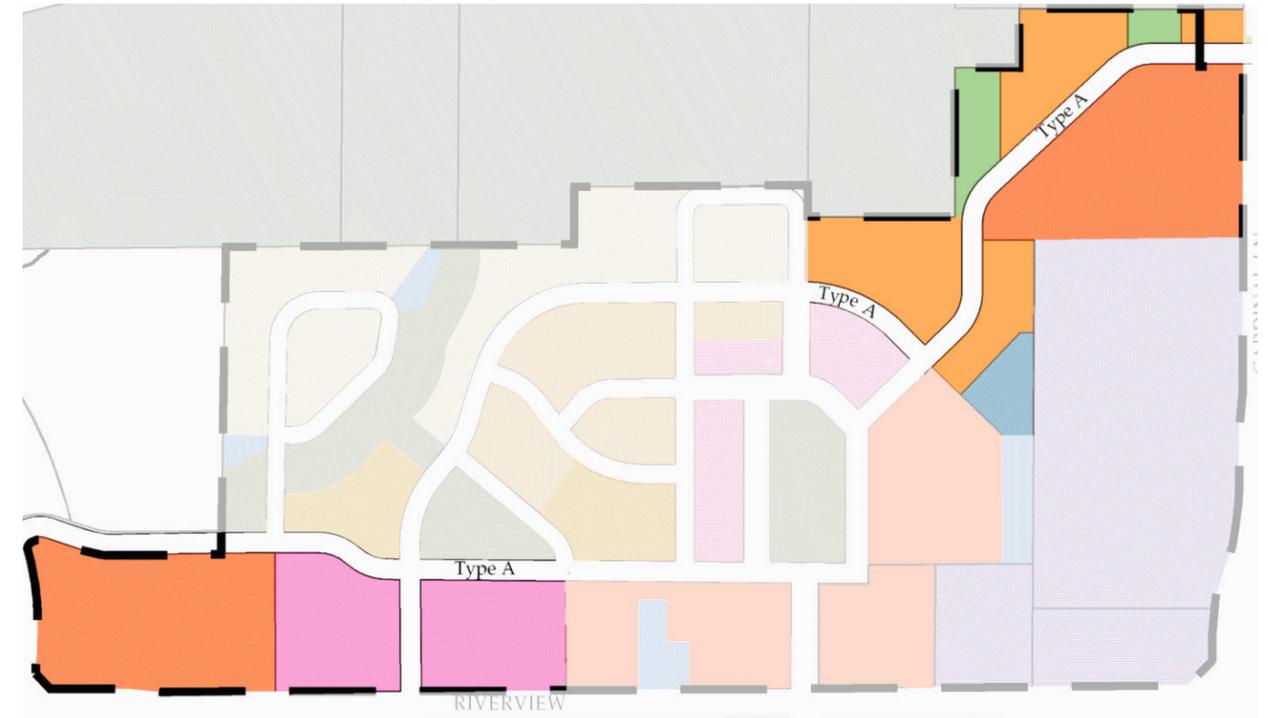
The Village Center Edge district consists of wide variety of uses that include residential, commercial and mixed-use and serves as the "gateway" to the Village Square District from Cardinal Lane and Shawano Avenue. Residential and mixed-use buildings in this area are anticipated to be multi-story while the commercial uses are likely to remain one story. While uses in this district are intended to be less restrictive and likely more automobile based than in the Village Square District, building placement and quality detailing will aid in reinforcing the pedestrian experience.

Objectives:

- Create attractive approaches into the Village Square District
- Maintain the Village Square Identity
- Utilize buildings and landscape to give character to the street
- Minimize the visual impacts of surface parking lots
- Support a mix of uses



Location Map



LEGEND

Type I Residential	Type III Residential	Parks/ Open Space	Civic
Type II Residential	Mixed-Use	Commercial	Stormwater Management Area

District Land Use Map



Village Center Edge Character Images

Village Center Edge Land Use

The Village Center should accommodate a range of uses to support the community and Village Center. The planned use mix includes commercial, office, mixed-use, park, residential, and open space uses. Horizontal and vertical mixed use forms are recommended in this district. Type II residential within this district should range from 6-12 dwelling units per acre and include small lot single family, two-family, and townhouse forms of housing. Type III residential should range from 12-24 dwelling units per acre and include townhouse and apartment (condominium ownership or rental) forms of housing.



Building Types in the Village Edge

- Office
- Freestanding Commercial, (mix of sizes)
- Residential Types II and III. (see specific for the Residential District)
- Mixed Use

Building Height

Building height adds character to the street. Two and three story buildings are encouraged. When one story buildings are constructed, they should take the appearance of 1 ½ story buildings through the utilization of extended parapet walls, gabled roof forms or similar treatments that provide additional building height.



An example of a one-story building that has been given additional height to add character to the street.

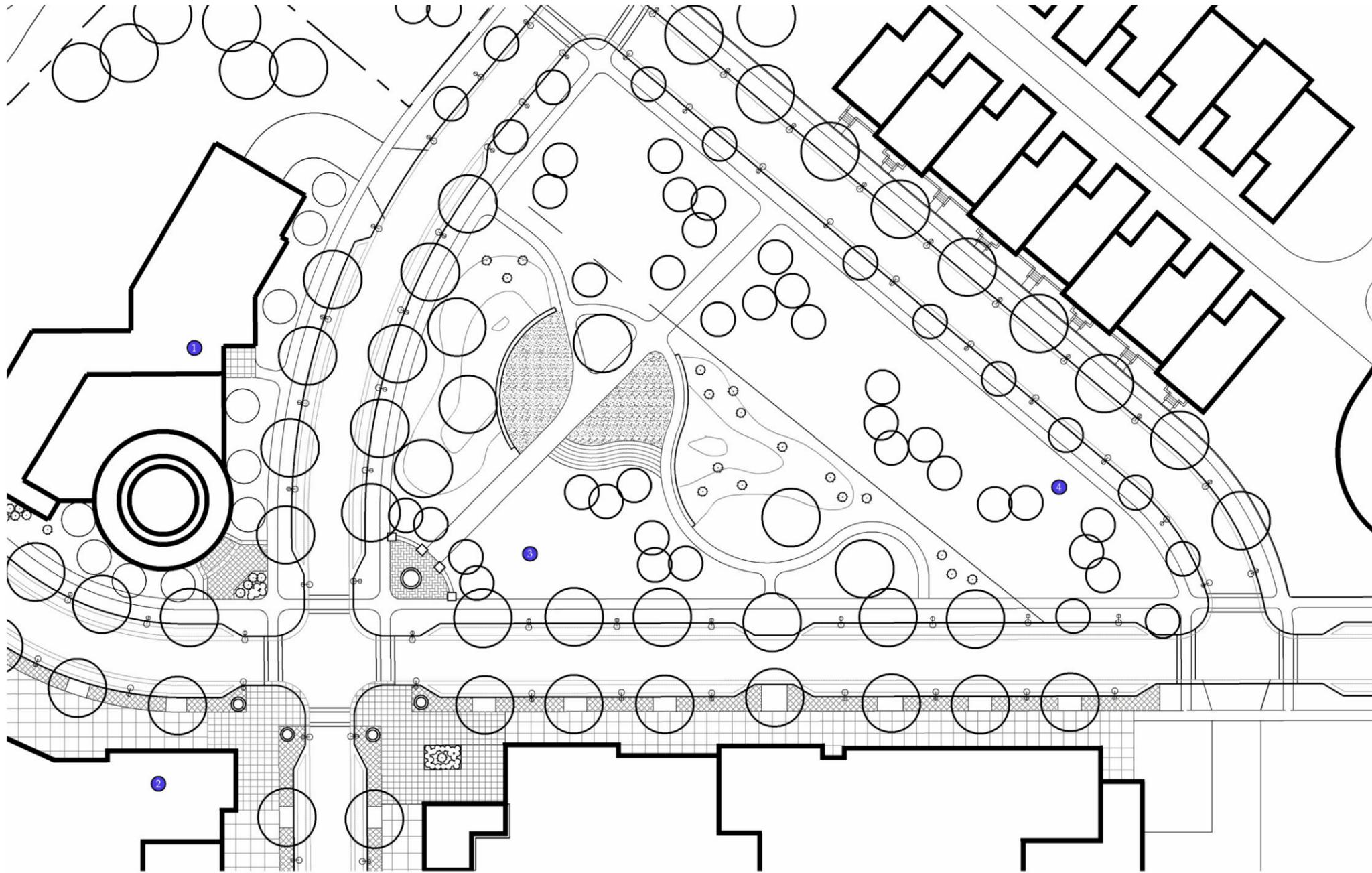
Additional Guidelines for Gas Stations and Small Franchise Architecture

1. Incorporate masonry or compatible building materials into the pump stations.
2. Move stores closer to the street and pump stations to the side.
3. Encourage franchises to modify their typical designs to blend with the overall Village Center character.
4. Provide screening as described in the general site design section for parking areas and soften the impact of pump areas while allowing visibility.
5. Pylon signs are prohibited.

Additional Guidelines for Larger Retail Stores (Over 25,000 feet)

1. Buildings in excess of 60 feet of length should be designed with recesses and projections, material changes, or other articulation features to break up large masses and create the appearance of smaller buildings and individual storefronts.
2. Incorporate the use of other scale proving features including horizontal banding, columns, sills, lintels and other features to emphasize window openings, changes in color, materials, or texture.
3. Smaller retail stores that are part of a larger principal building should have display windows and separate outside entrances.
4. Create variations in roof lines.
5. Include sidewalks along the full length of any façade featuring a customer entrance
6. Include internal pedestrian walkways that are marked by changes in grade, material, or color.





point for those entering the Village Center Neighborhood off of Riverview Drive or Shawano Avenue. Primary trail networks leading from the DNR and Meadowbrook Park enter this space further adding to its importance and lively atmosphere. Envisioned as a more naturalized organic space than the Village Square, Park West offers a different recreational experience in the neighborhood.

Highlights of the Park West area are listed below.

- Offer different spectrum of recreational activities from Village Square.
- Opportunity for children's play area, gathering space, walking paths and areas for informal, active recreation.
- Area blend of opensapce, senior housing and opportunity for retail with office and residential uses above street level retail.
- Have logo, banners, identity different from Village Square.
- Area presents naming opportunities.

1 SENIOR HOUSING FACILITY

- Modified lighting/benches/trash receptables and pavement treatment options.
- Potential for unique banners and logos attached to light fixtures to identify subarea and aid wayfinding.

2 MIXED USE / COMMERCIAL NODE

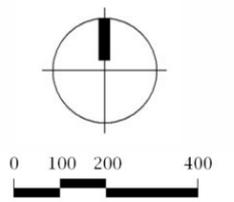
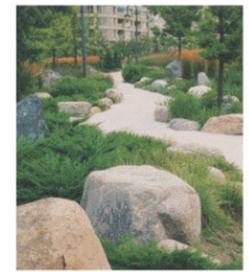
- Retail Services/Commercial uses on lively Village Center streetscape.
- Use of specialty pavers, lighting and amenities.
- Parking provided by parallel on-street parking and parking behind buildings.
- Corner plazas create gathering nodes for shoppers and focal points/areas of interest for the Village Center.
- Corner plazas are depressed for accessibility and bollards protect pedestrians from moving traffic.
- Pedestrian crosswalks to receive unique treatment to accent crossing from rest of street.
- Use of specimen street trees and landscaped planter areas important for pleasant experience for shoppers and residents.
- Opportunity for office/residential uses above retail/commercial.

3 PARK WEST

- Park functions as identity feature at a critical intersection helping to create sense of place for this secondary shopping node while assisting in wayfinding.
- Central activity center offers potential for raised landscaped areas, low retaining walls that function as seat walls and play areas for children.
- Paved paths provide walking enjoyment to activity center and through all of the well landscaped park.

4 GREENWAY CORRIDOR

- Within utility easement.
- Tree plantings with mature heights within easement requirements.
- Path to connect park to northwest Village Center neighborhood.
- Opportunity for decorative bridge over swale in drainage corridor.

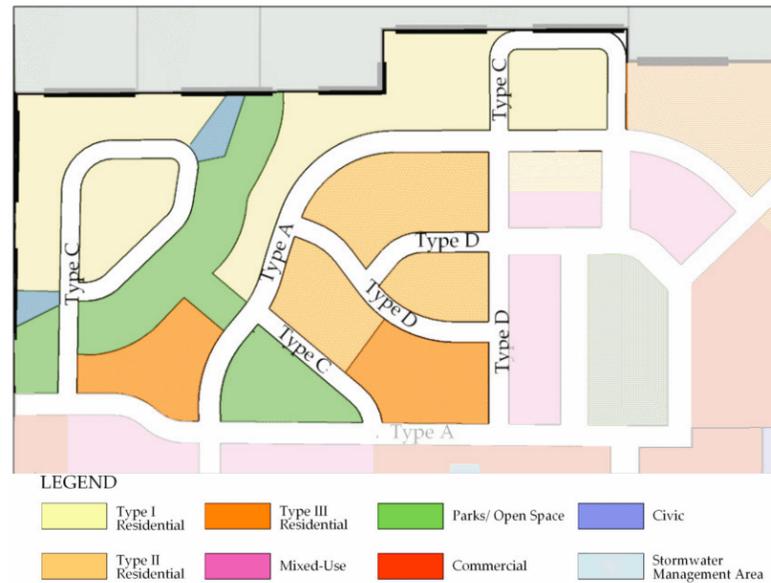


District III- Mixed Residential District

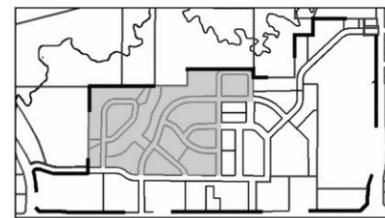
The mixed residential district consists of a wide variety of housing options, densities, and architectural styles reinforcing the mixed-use focus of the Village Center. This diversity offers residents the ability to find housing that fits their price range and housing need. The integration of varied housing styles, open space network, and mixed-use and commercial core offer a unique and integrated neighborhood.

Mixed Residential Design Objectives

- Promote a mix of residential options
- Promote intimately scaled neighborhoods in keeping with the Village Center Character



District Land Use Map



Location Map

Residential Type I: Single Family Detached Homes

1. Homes should set back between 20-30 feet.
2. "Front loaded" garages should be set back a minimum of five feet from the rest of the house.
3. "Side loaded" garages preferred, if possible.
4. Homes should have a street facing principle window.
5. Front porches are encouraged
6. Homes should have a clearly defined, street oriented entrance
7. Entrances should be articulated through walkways, roof overhangs or similar features
8. Materials should include brick, stucco, wood siding, vinyl, or aluminum siding



Representative Images, Type I Homes

Mixed Residential District Land Use

This district should support a range of residential uses to support and enliven the Village Center. Type I Residential includes a possible combination of single family and two family housing up to 6 dwelling units per acre. Type II residential should offer a wide range of housing options including small lot single family, two family, and townhouse forms of housing from 6-12 dwelling units per acre. Type III residential should include townhouse and apartment (condominium ownership or rental) housing ranging from 12-24 dwelling units per acre.



Residential Type 2: Single Family Detached Homes & Condominium Homes

1. Rear-loaded (attached) garages accessed by alleys are preferred for single family or two-flat houses
2. Homes should have a street facing principle window.
3. Homes should have a clearly defined, street oriented entrance.
4. Entrances should be articulated through walkways, roof overhangs or similar features.
5. Front porches are encouraged.
6. Condominium and row-house type housing should be placed along a build-to line, between 5-20 feet from the public right-of-way.
7. Each unit should have a primary entrance that faces the street.
8. To enforce privacy, residential entrances should be raised above the sidewalk area by a minimum of two feet.



Representative Images, Type II Homes

Residential Type III: Attached Homes

1. Buildings located parallel to the street
2. Garages should be located behind or beneath the buildings
3. Parking lots should be moved to the side or rear of buildings.
4. Parking areas should be screened with landscaped berms, masonry or dense vegetation.
5. Provide variation in the plane of the building through protracting bays, porches.
6. Condominium and row-house type housing should be placed along a build-to line, between 5-15 feet from the public right-of-way.
7. Set buildings back above the third story.
8. Front and side elevations should generally not exceed 60% window coverage.
9. Primary building materials should account for a minimum of 70% of the building façade. The use of brick and stone as primary materials is strongly encouraged.
10. Incorporate the use of other scale proving features including horizontal banding, columns sills, lintels and other features to emphasize window openings, changes in color, materials, or texture.



Representative Images, Type III Homes

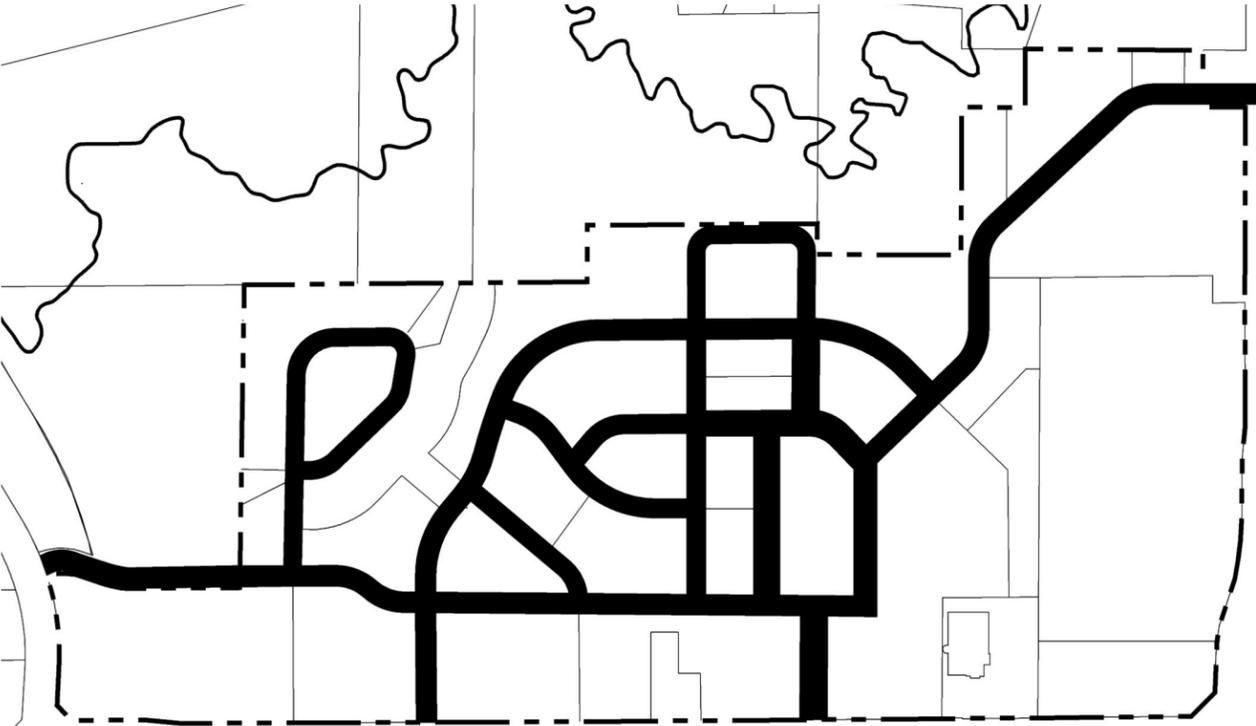


STREET NETWORK

The Village Center includes a variety of street cross-sections designed to accommodate the needs of each use and provide a safe circulation pattern for vehicles, pedestrians and bicyclists. The modified grid pattern and reduced pavement widths provide a more pedestrian based urban center as defined in the Village Comprehensive Plan. Reduced pavement width of streets allow reduced impervious surface, enhanced traffic calming and reduced overall maintenance and replacement costs for the Village. In order to reduce pavement widths, no bike lanes have been designed into the street network. In order to provide reduced pavement widths, bike lanes will be integrated with the street. Additional widened sidewalks and trail connections will offer alternate routes for bicyclists in the Village Center.

The Street Network includes:

- Street Type A
- Street Type B
- Street Type C
- Street Type D
- Street Type E



Overall Street Network Plan



Character Images



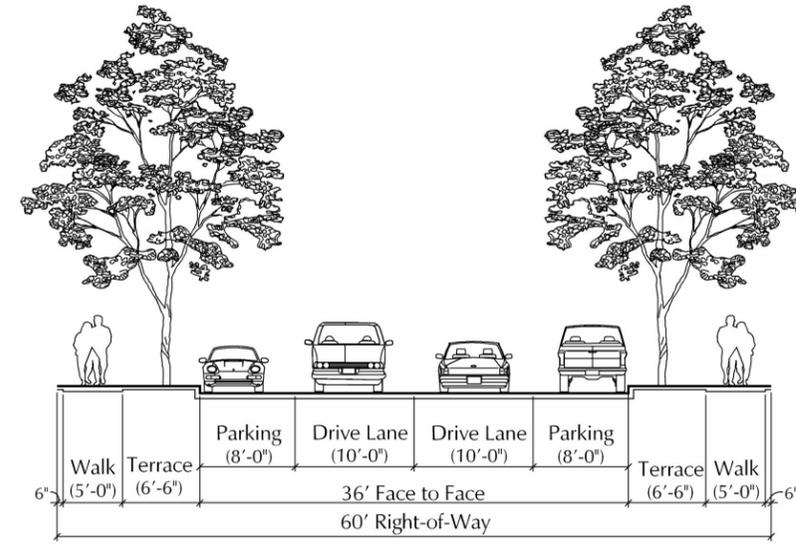
Street Type A

Description

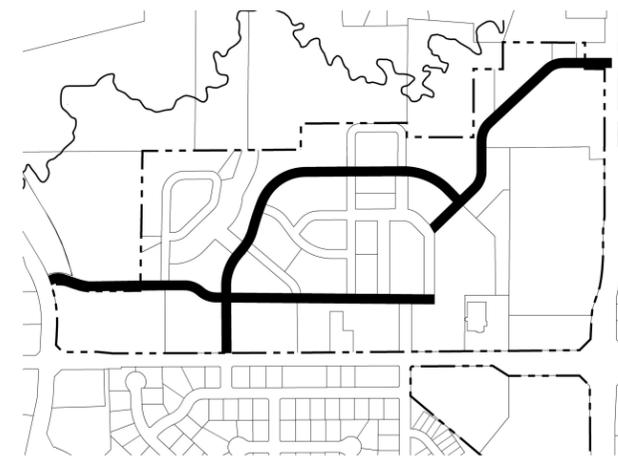
Street Type A is the major collector and artery through the Village Center. While traffic projections along these streets do not require more than two travel lanes, the number of access points will be limited, reducing the potential for vehicular and pedestrian conflicts.

Design Characteristics

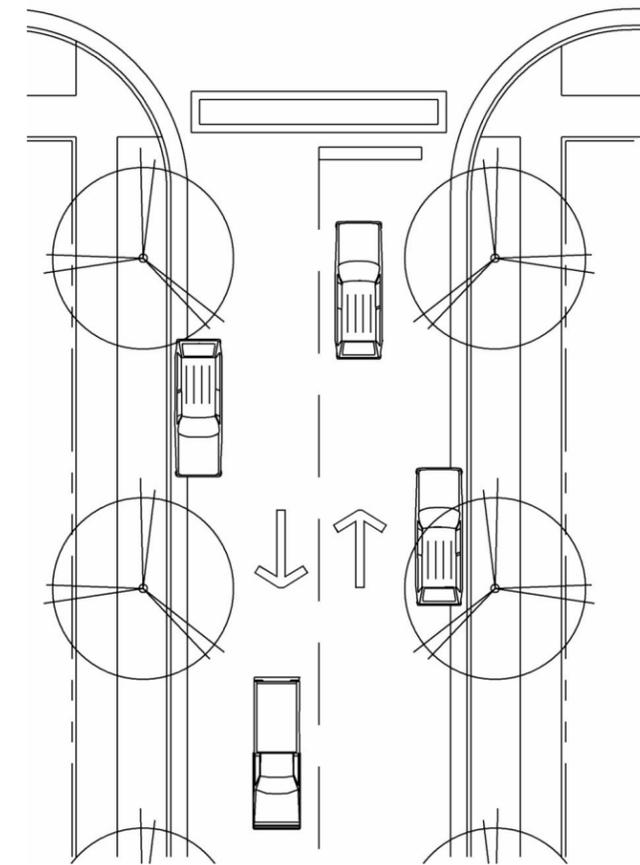
Right-of-Way	60 Feet
Street Width	36 Feet face to face
Curb Radii	15 Feet
Sidewalk	5 Foot width, both sides
Terrace Width	6.5 feet
Parking	Both sides
On-Street Bike Lane	Integrated with street
Street Trees	Both sides



Section View



Location Map



Plan View



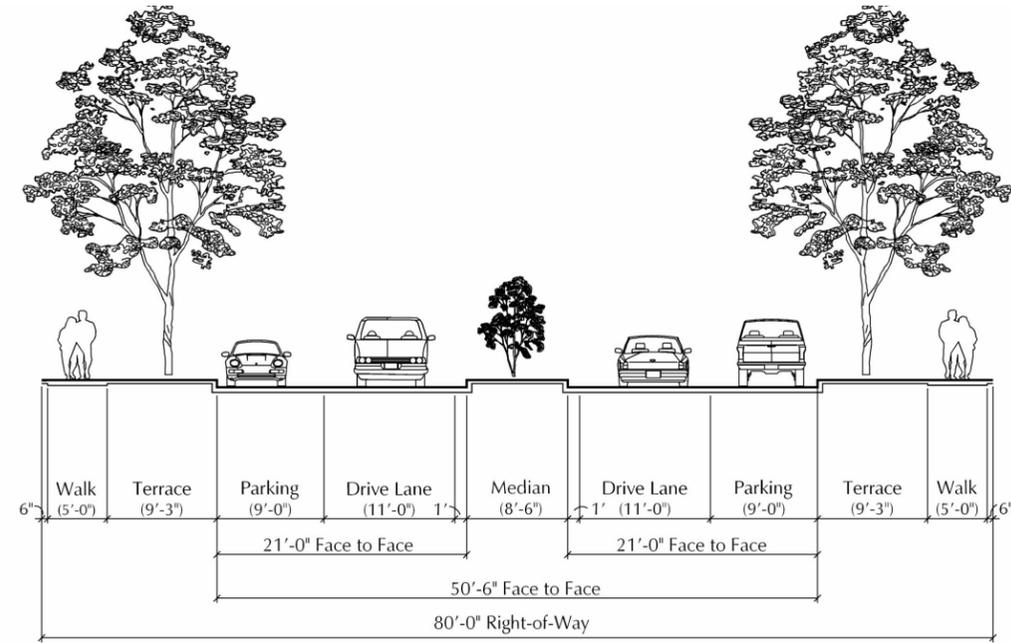
Street Type B

Description

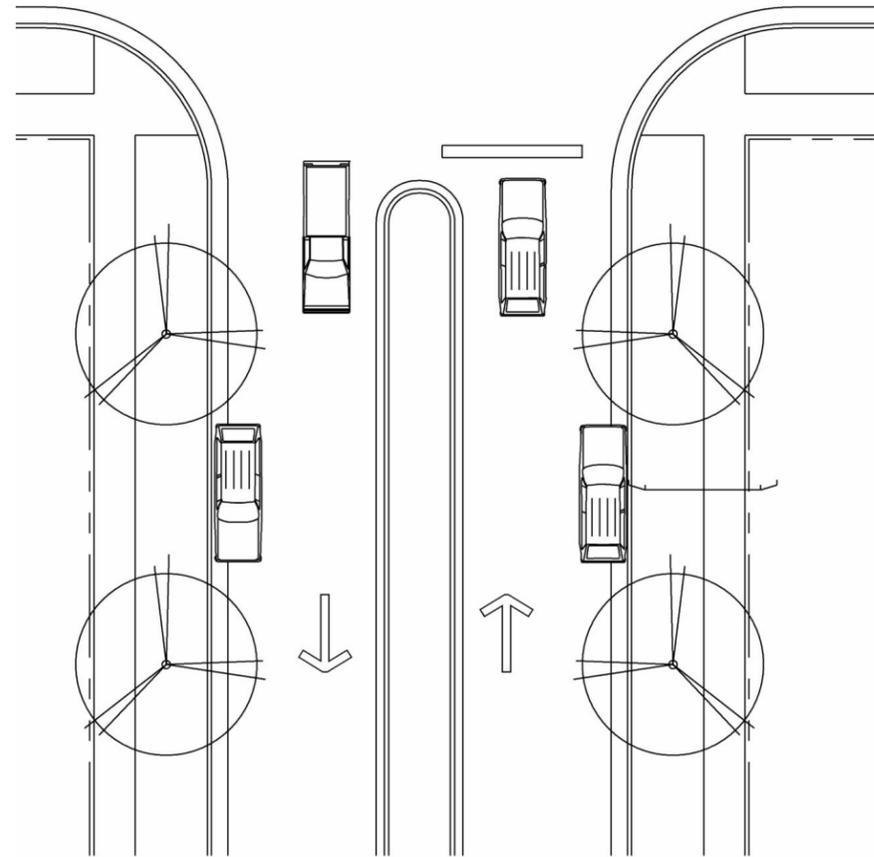
Street Type B is the main entry boulevard to the Village Center and the Village Square. The tree-lined street and landscaped median continues the visual and green connection between Meadowbrook Park and the Village Green. Due to the potential heavy pedestrian traffic as these streets meet the Village Square, traffic calming features such as bump-outs and enhanced pedestrian crosswalks will be incorporated to prevent vehicular and pedestrian conflicts. In addition to these measures, sidewalks and widened terraces will aid in creating a safe pedestrian connections.

Design Characteristics

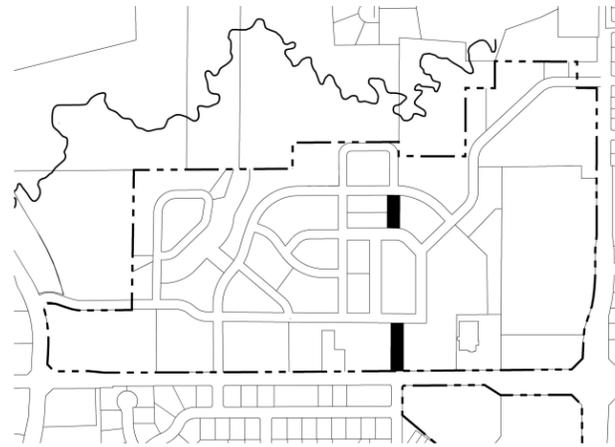
Right-of-Way	80 Feet
Street Width	50.5 Feet face to face (21 Feet each direction)
Median Width	8.5 Feet
Curb Radii	15 Feet
Sidewalk	5 Foot width, both sides
Terrace Width	9.25 feet
Parking	Both sides
On-Street Bike Lane	Integrated with street
Street Trees	Both sides



Section View



Plan View



Location Map



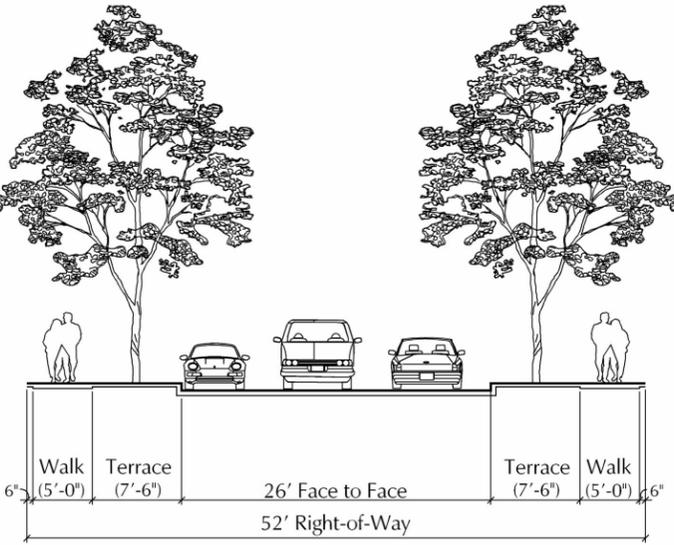
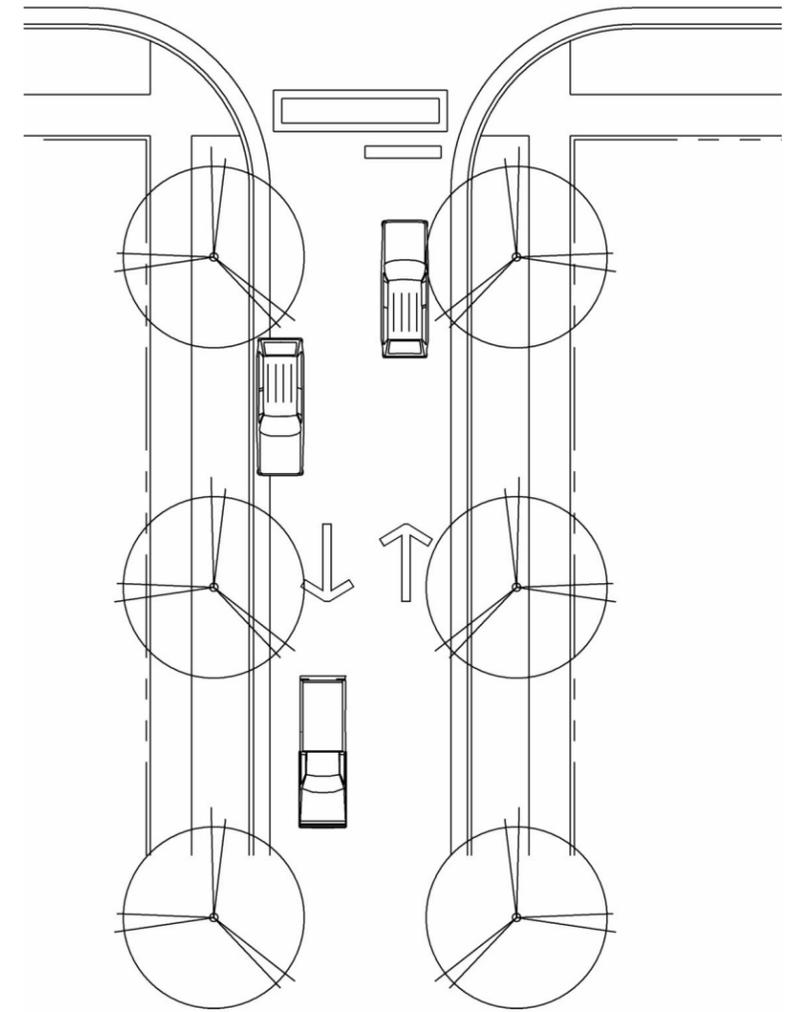
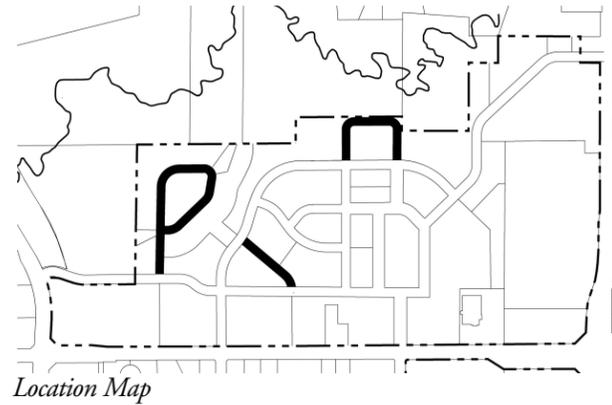
Street Type C

Description

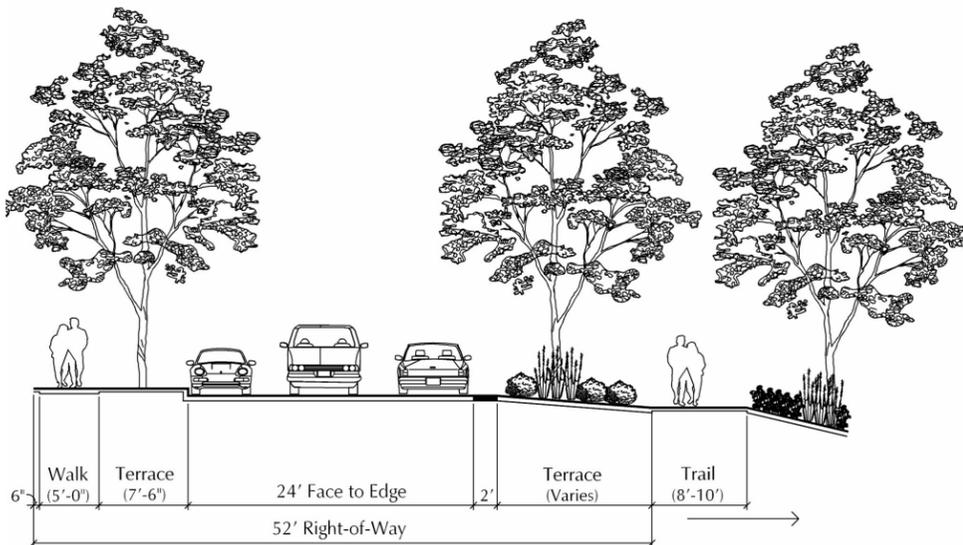
This street is the main circulation through the proposed residential hubs. Based on recommendations from the Village's Comprehensive Plan and the low amount of traffic volumes this street type will encounter, reduced right-of-way and pavement widths are encouraged. Street Type C will allow for two travel lanes with room for parking on one side, generous terrace widths and sidewalks carried on at least one side. In portions that adjoins open space, a swale may be used adjacent the roadway as a method to transport and infiltrate the stormwater.

Design Characteristics

Right-of-Way	52 Feet
Street Width	26 Feet face to face
Curb Radii	15 Feet
Sidewalk	5 Foot width, both sides
Terrace Width	7.5 feet
Parking	One side
On-Street Bike Lane	Integrated with street
Street Trees	Both sides



Section View- Conventional Option



Section View- Swale Option

Plan View



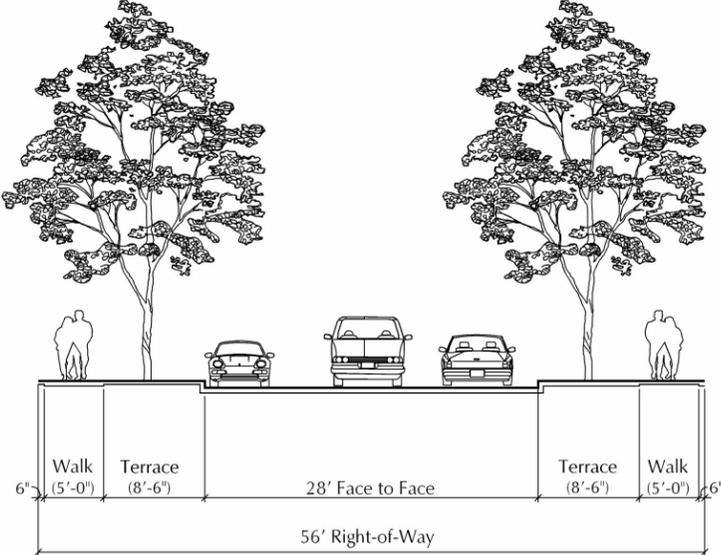
Street Type D

Description

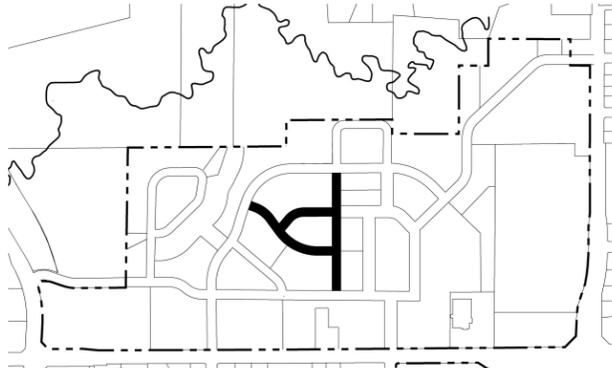
This street type will connect the residential land use directly to the east of the Village Square to the bustling mixed use center inside the Village Square. Similar to Street Type c, this cross-section offers a reduced pavement width, parking on one side, as well as widened terraces and sidewalks on both sides.

Design Characteristics

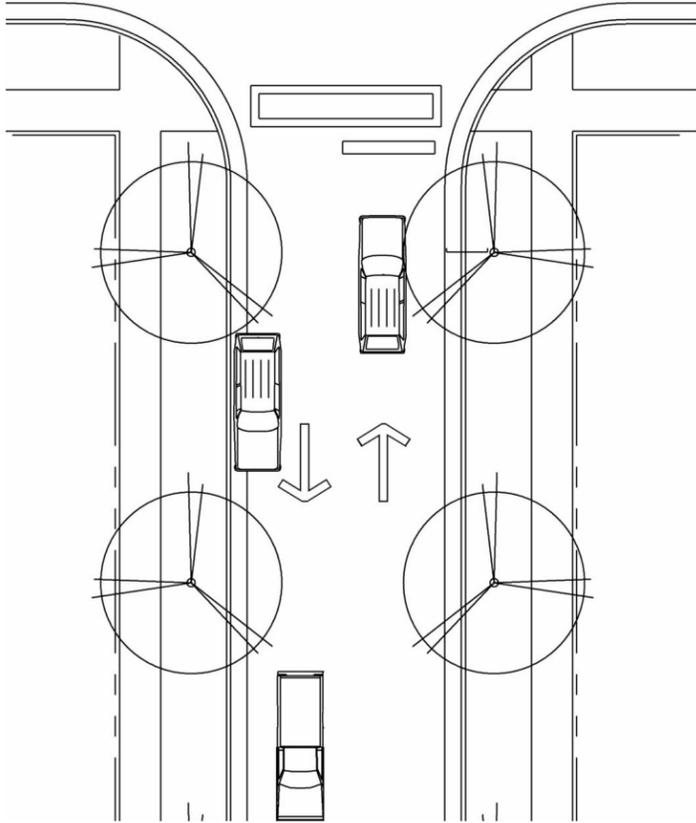
Right-of-Way	56 Feet
Street Width	28 Feet face to face
Curb Radii	15 Feet
Sidewalk	5 Foot width, both sides
Terrace Width	8.5 feet
Parking	One side
On-Street Bike Lane	Integrated with street
Street Trees	Both sides



Section View



Location Map



Plan View



Street Type E

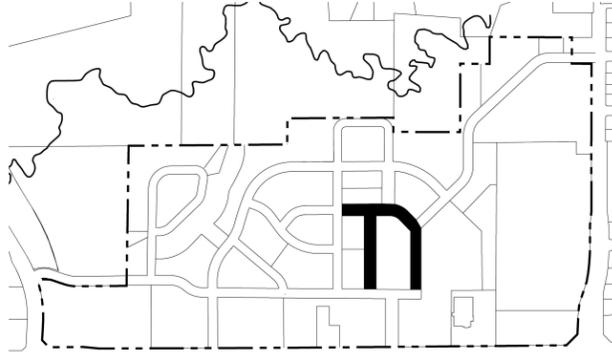
76' Right-of-Way

Description

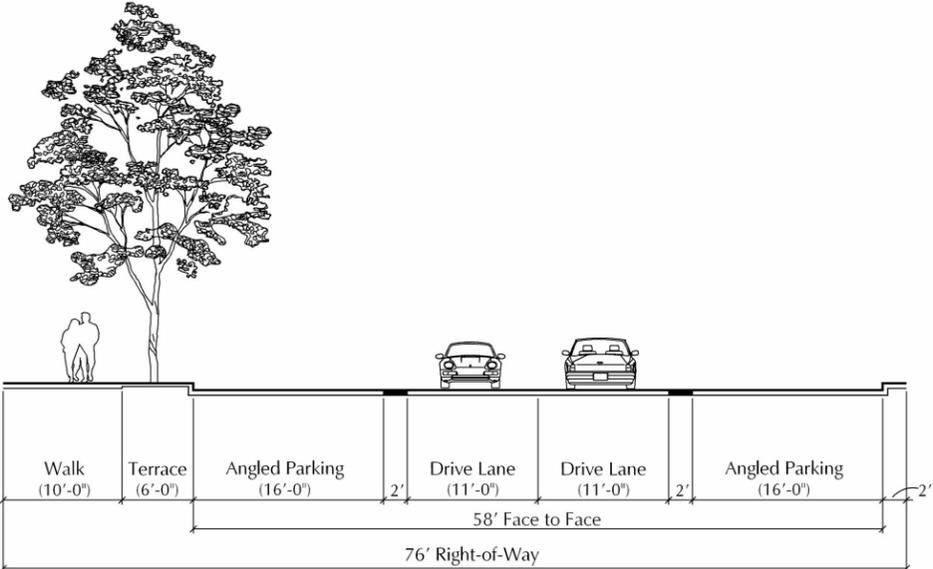
Street Type E connects the heart of the Village Square. Two drive lanes along with angle parking on both sides of the street will accommodate the traffic flow. Widened sidewalks with paved terraces offer easy pedestrian connection between storefront shopping and parking and help create this heavy traveled pedestrian corridor.

Design Characteristics

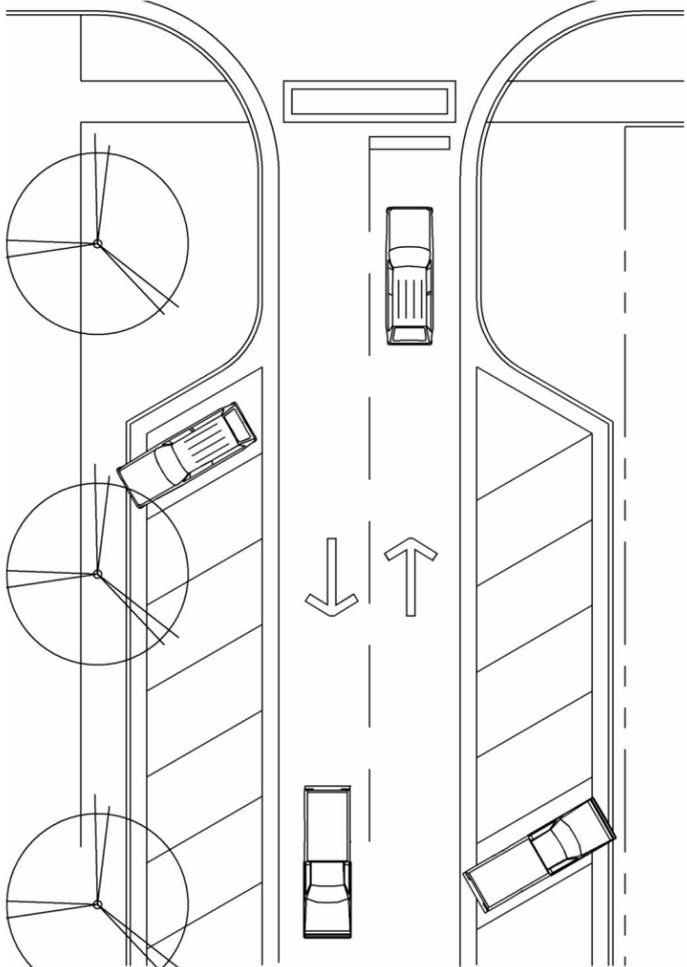
Right-of-Way	76 Feet
Street Width	58 Feet face to face
Curb Radii	15 Feet
Sidewalk	10 Foot width, both sides
Terrace Width	6 feet, paved
Parking	Angled on both sides
On-Street Bike Lane	Integrated with street
Street Trees	Both sides



Location Map



Section View



Plan View



IMPLEMENTATION

The Village Center Master Plan is intended to guide development rather than act as the definitive solution for how the site should be developed. This flexibility will allow developers to bring proposals that are consistent with the guidelines set forth in this document to the Village for review. Allowing this type of flexibility is necessary to accommodate changes in market demands. While the goal of this document is to foster flexibility, some elements of the plan such as primary street connections and the Village Square size and location should be more tightly controlled to assure the Village of Howard the development of key components that form the backbone of the Village Center.

Considering this, the following initiatives should be followed in order to move the process from the concept planning to the implementation phase.

1. Form the Village Center Project Management Team (PMT)

A project management team of City Staff, elected officials, consultants, and others should oversee the transition from concept planning to implementation phase. This will likely involve the formal expansion of the current steering committee/Technical Resource Team. Members of the PMT will meet regularly and coordinate on all aspects of moving the plan forward. Preliminarily, the PMT should include representatives that bring the following skills to the process:

- Marketing - Developer Recruitment
- Promotion Graphics
- Finance and Tax Incremental Finance
- Legal
- Ordinance Development
- Engineering / Infrastructure - Review and Planning
- Development Review Land Use and Zoning
- Development Review Urban Design

It may be necessary to solicit outside or consultant help into the PMT at strategic times, when a particular skill set is needed.

2. Adopt a Traditional Neighborhood Development Ordinance

The Village should adopt a Traditional Neighborhood Development (TND) ordinance that will allow development proposals to reach the desired densities and land use mixes illustrated in the master plan. The TND ordinance would combine standards for both form (height, scale, materials, massing, site design) and use (commercial, residential, office, etc). This ordinance will be able to codify many of the recommendations contained within the plan. Additionally, based on the Village's population, state law requires the Village to adopt a TND ordinance.

3. Adopt a Village Center Official Map

The official map is a tool to reserve future public spaces in developing areas. These include streets, parks, and other public spaces. By adopting an official map, the Village would be reserving the location of key features of the plan. At a minimum, this should include the "backbone" street network as well as the Village Square. By taking this action, the Village will assure that the backbone of the Village Center Land Use Master Plan can proceed as planned, while specific development proposals to adjust to changing market demands.

4. Consider the Use of the "Mixed-Use TIF"

TIF may be an appropriate tool to fund some of the improvements and attract developer interest in the project. As a public investment, the use of TIF must be carefully considered as to its costs versus benefits. When preparing the TIF plan, the following projects should be considered as part of the analysis.

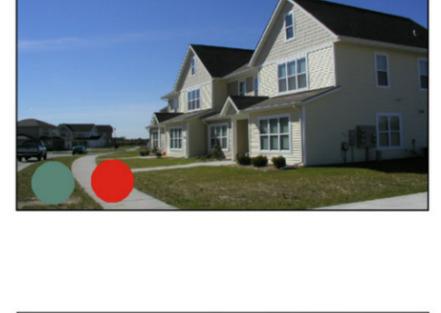
- Land Acquisition for Public Spaces
- Backbone Street and infrastructure network
- Village Square design and amenities
- Potential Incentive pool (Potentially 10-20% of TIF budget) to promote exemplary design.





Detached Single Family





Attached Single Family

VILLAGE CENTER HOWARD, WI





Multi Family

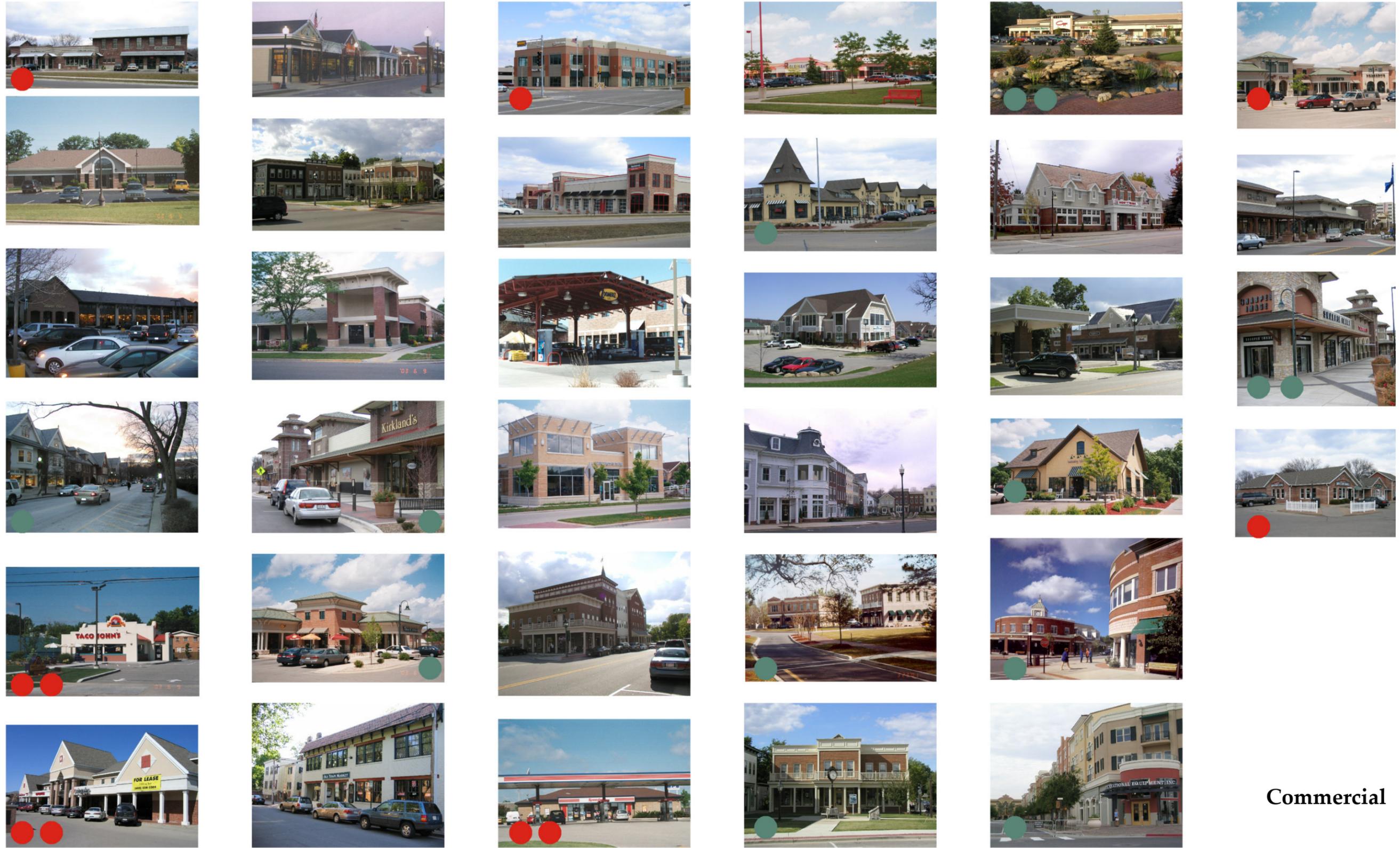
VILLAGE CENTER HOWARD, WI





Mixed Use

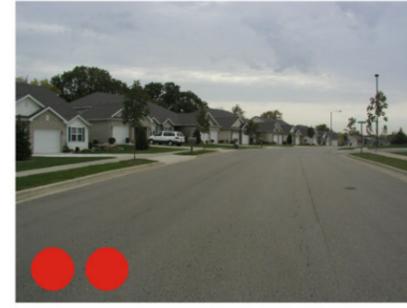




Commercial

VILLAGE CENTER HOWARD, WI





Streetscape





Open Space

VILLAGE CENTER HOWARD, WI



