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E. Wisconsin Avenue Corridor Site Plan Design Concepts

Overview

The City of Oconomowoc is seeking letters of interest and conceptual site plan design proposals from qualified firms for the future redevelopment of underutilized lands within the E. Wisconsin Avenue corridor. The Parcels are located at the eastern gateway entrance to Downtown Oconomowoc.

In accordance with the City's Strategic Plan the E. Wisconsin Avenue corridor is identified as a catalytic area available to attract reinvestment and redevelopment opportunities. To facilitate future development the City established a Downtown Design Overlay District (see Exhibit A below) to establish guidelines to implement a future vision for the area.

Exhibit A



DOWNTOWN DESIGN OVERLAY MAP
Silver Lake Street (roundabout) to HWY 16

Refer to Section §17.208 of the City's Municipal Code for the Downtown Design Standards of the Overlay District
www.oconomowoc-wi.gov/planning

The intent of the conceptual design proposals is to encourage investment in the sites and to advance the collective goals for orderly development that supports our suburban quality of density, vitality, livability and diversity to create a revitalized entrance corridor.

The focus of this process is the identification of ideas that can transform the parcels to best align with an economically viable implementation strategy for Oconomowoc. The ideal land use, site plan design and building foot print concepts will provide distinctive opportunities that will serve as a feasible expansion and redevelopment area and complement the recent investments in the Downtown area. The property owners will have ultimate authority for the Parcels, however it is our intent to generate ideas, as well as the potential for a public private partnership for reinvestment.

The City of Oconomowoc expects that the design teams interested will:

- Include a proven track record of establishing creative and distinctive development to include diverse and complimentary land uses with high-quality building design and utilization of natural amenities and features;
- Include active land use(s), as well as future potential site plan and building envelope scenarios; and
- Complement the existing context and public and private investments in the area.

Those interested in submitting a response should, at a minimum, address the general requirements identified in the Downtown Overlay Design Guidelines (See Exhibit B). Based on review of the responses, one or more respondent(s) may be selected to negotiate with the City of Oconomowoc, subject to City Council action.

Responses are due no later than Noon on December 18, 2019.

Property Information

The Parcels combined are a prominent entrance corridor and is strategically located as the eastern gateway entrance to Oconomowoc and the downtown area. A design guideline overlay district has been created and have been included in Exhibit A.

Property advantages include:

- Adjacent to E. Wisconsin Avenue with average daily traffic counts of 15,200 cars per day;
- Close proximity to a revitalized Downtown Oconomowoc which has transformed into a destination and the Heart of Lake Country;
- Close proximity to the STH 16 with easy access to the north and south;
- Close proximity to commercial and retail areas
- Close proximity to the community amenities such as schools and downtown.
- Within walking distance of numerous cultural, entertainment, and retail venues.

Current/Prior Use. The Parcels have generally been used for various commercial uses fronting the E. Wisconsin Avenue corridor, primarily single story commercial and quick service restaurants.

Objectives

The following objectives will be used to evaluate responses:

- **Experience.** The City seeks responses from interested parties with a proven track record of completing projects and who are capable of bringing a unique vision for the creative redevelopment of the Parcels and area.
- **Use.** The concept uses proposed should maximize the property's potential and add activity in the E. Wisconsin Avenue corridor. The preferred project will:
 - Contribute to an active area with uses such as retail, entertainment, or residential;
 - Incorporate elements that contribute to an inviting pedestrian environment, including connections to the downtown and Fowler Lake walking route
 - Incorporate uses compatible with the existing adjacent buildings and community context;
 - Provide a use that supports the City & property owners' vision for a strong, active, distinctive area, including business vitality and cultural and pedestrian amenities; and
 - Provide a suitable gateway which compliments the Downtown and area development;
- **Feasibility.** Preferred concepts will include:
 - Demonstrated understanding of market potential for the proposed site design concept; and
 - Forecast on capacity to implement, evidenced by similar concepts in the recent past.
- **Consistency with City Policies & Goals.** The City Comprehensive Master Plan is the primary policy document that guides public and private development in our City. Other plans and policy documents also provide guidance, include the Downtown Design Overlay District Guidelines, however the City seeks a bolder vision than documented. Any proposed site design concept will be consistent with the policies and goals for Oconomowoc as reflected in these documents.

Submission Requirements

The City of Oconomowoc invites letters of interest setting forth details regarding the site design proposal and other items identified in this section. **The deadline for submitting proposals is 12:00 p.m. (CST) on December 18, 2019.**

Please submit letters of qualifications to:

City of Oconomowoc
Attn: Robert Duffy
174 E. Wisconsin Avenue
Oconomowoc, WI 53066
rduffy@oconomowoc-wi.gov
262-569-2185

Include the following minimum information in the letter of interest.

Experience

1. Provide the name(s), address(es), telephone number(s), and e-mail address(es) of the interested party. Identify the principal person to contact with questions or comments.
2. Identify and describe any relationship with subsidiaries, joint venture partners, or others who are significant to the project.
3. Describe experience with projects similar to the proposed site design concept, developments in urban areas, public/private development, and examples of prior projects that demonstrate high-quality urban design and use.

Use

1. Describe the conceptual site design concept and uses including the way it meets the objectives for desired parcels. Include details such as:
 - o Number of floors
 - o Commercial tenant type(s)
 - o Type of residential and number of residential units, if applicable
 - o Architectural and design concept
 - o Creation of an inviting pedestrian realm
 - o Preliminary timeline including key milestones

Proposed Approach

Include a statement regarding strategic approach to the concept design, market and implementation feasibility.

Also include:

- Description of experience in similar conceptual development projects
- Coordination efforts for multiple stakeholders to achieve design and development implementation.
- Statement of proposed facilitation and partnership methods to garner success.

Process and Schedule

The City will conduct a fair and impartial process for reviewing letters of interest. The evaluation will be based on the information submitted and any related information that staff may discover in analyzing or verifying information submitted in the response or subsequently requested.

Following review of the responses to this Request, the City will seek direction from the City Council, Community Development Authority and the Plan Commission for its review and determination of process to proceed, estimated to occur on or before February 2020.

Terms of this Request

This Request is not a request for competitive proposals and in no way obligates the City to enter into a relationship with any entity that responds, or limits or restricts the City's right to enter into a relationship with an entity that does not respond. In its sole discretion, the City may pursue discussion with one or more entities responding to this Request or none at all.

Information provided to the City will become the property of the City and will be subject to public inspection after completion of evaluation in accordance with the Public Records Law.

Exhibit A



DOWNTOWN DESIGN OVERLAY MAP
Silver Lake Street (roundabout) to HWY 16

Refer to Section §17.208 of the City's Municipal Code for the Downtown Design Standards of the Overlay District
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17.208 (1) Purpose & Goal of the Downtown Design Overlay District:

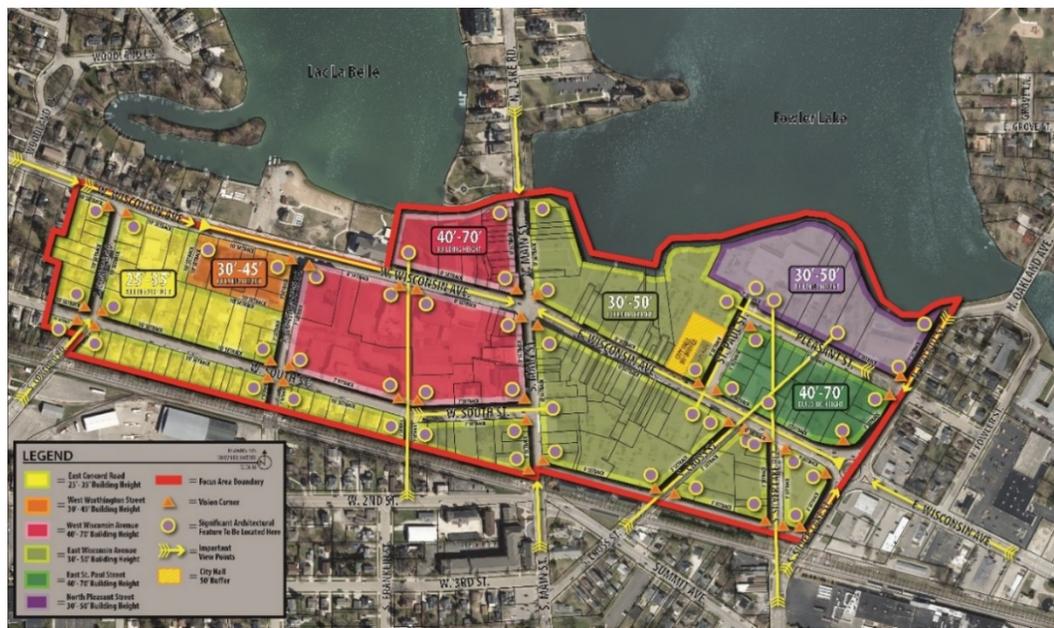
The Downtown Design Overlay District is created to foster excellence in the design of the built environment in the Downtown. Architectural design of projects within the District should fit comfortably within the existing fabric of the City and stand the test of time by remaining functional and ageless over a period of many years. Design standards shall address the quality of architecture, urban design, and public space to ensure the success of the project and for the benefit of the community. The main value and purpose of the Downtown Design Overlay District is to provide clarity and focus on the design of Downtown projects, consistent with the purposes stated herein. New development should be sympathetic to Oconomowoc's Downtown Design purposes and goals. Although a development may be larger or taller than that seen historically, or incorporate contemporary design elements and materials, it should also reflect the design context, appropriate massing and traditions of its character of the blocks and streets on which it is located.

The purposes & goals of the Downtown Design Overlay District are intended to provide context and guidance for the Architectural Commission in their consideration of discussing and recommending conditions to ensure an attractive, vibrant and sustainable downtown area on a project by project basis.

17.208 (2) Application of the Downtown Design Standards:

The Downtown Design Overlay District has been further subdivided into nine (9) separate areas as depicted on the two different Downtown Design Overlay District Maps:

- East St. Paul Street Area
- North Pleasant Street Area
- East Wisconsin Avenue Area
- West Wisconsin Avenue Area
- West Worthington Street Area
- East Concord Road Area
- Walnut Street Area
- West Lapham Street Area
- East Lapham Street Area



When considering a new construction project within the Downtown Design Overlay District, property owners, developers and architects shall refer to the Design Standards as drafted within this ordinance, the specific criteria listed in the Downtown Design Overlay District Map, all other applicable design standards within the City Zoning Ordinance and Architectural Building Review Process. Change of property use, change of property ownership, façade amendments, remodeling, minor additions (less than 5000 SF) and general maintenance of the existing buildings are projects not applicable to these standards. These regulations are intended to preserve and enhance the

unique character and identity of Downtown and ensure that future infill and redevelopment is consistent with City Plans. A high-quality appearance will be achieved through requirements for context-sensitive site layouts, architectural detailing, contextual massing, façade articulation, and other features designed to provide a more distinct character and pedestrian scale. Development of any applicable structure that is located within the Downtown Design Overlay District shall comply with the standards of this Section.

Projects will be reviewed by the Architectural Commission, whose members shall approve or deny the proposed design in relation to the established Design Standards. Such review is mandatory as part of the City's normal architectural review process and compliance with the Architectural Commission's findings is also mandatory.

17.208 (3) General Site Design Standards:

- a) Urban Pattern & Form – All new construction and / or additions, must preserve the historic integrity of the Downtown area by complementing other instances of similar development which are consistent with the historic theme.
- b) Ground Floor Uses – The incorporation of retail shops and/or restaurants is encouraged at the street level to promote a more active environment for pedestrians and to support residential and office uses located within the same building or nearby. This configuration of uses is particularly encouraged along Wisconsin Avenue and Main Street, where a high level of activity and visibility is desirable.
- c) Curb Cut Openings – Along Wisconsin Avenue or Main Street, no new net gain in curb cuts are allowed for any new development. The City will allow existing curb cuts to be closed, relocated or reconfigured.
- d) Open Space – Each development shall include a minimum of 10% of public or private open space on the property. Open space can include public and private courtyards, plazas, patios, terraces, alleys, community gardens, rain gardens, green roofs and bio-swales. Open spaces should have an urban quality and character that enliven the street and enhance the pedestrian experience. Private property open space should be sized relative to the intended use and level of anticipated adjacent pedestrian activity. Open spaces shall be designed to maximize activity and usability for a diverse population of different abilities.
- e) Parking – All new residential shall be required to install a minimum of (1) on-site parking stall for each (1) bedroom or efficiency units and (2) on-site parking stalls for each (2) bedroom or greater units. Guest parking shall be an additional 0.25 stall per residential unit. Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design standards for properties and development located on Fowler Lake and Lac La Belle will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.
- f) Pedestrian Connections – Pedestrian connections include sidewalks, alleys and arcades that provide pedestrian access within, through and among properties. Such connections provide access to buildings, courtyards, plazas and other site elements, and all projects should consider such connections.
- g) Primary Entrances – Primary entrances shall be orientated to the primary street frontage.

17.208 (4) General Building Design Standards:

- a) Four-Sided Architecture – All new construction shall have four-sided architecture. If the proposed building has common walls with adjacent buildings, only the exposed building walls are required to contain four-sided architecture.
This is defined as having the same level of detail and materials used on all four sides of the buildings. In unique circumstances, the City's Architectural Commission may waive the requirement if the site allows for less detail on one or more sides of the building.
- b) Building Massing & Articulation – The perceived mass and scale of downtown development shall be reduced at the ground level to achieve a pedestrian scale. This shall be accomplished by incorporating a series of human scale design elements that are consistent with the development's architectural character. Appropriate design elements for every development shall incorporate, but are not limited to, at least four (4) of the following:
 1. Variations in roof form and parapet heights;
 2. Pronounced recesses and projections;

3. Wall plane off-sets;
 4. Off-sets to accommodate outdoor gathering spaces;
 5. Distinct changes in texture and color of wall surfaces;
 6. Ground-level arcades and second or third floor galleries / balconies;
 7. Protected and recessed entries; and
 8. Vertical accents or focal points.
- c) Building Setback – There shall be a 0' lot line setback unless noted.
- d) Building Stepback – Step taller buildings away from adjacent lower-scale buildings. All buildings taller than 30' shall incorporate a stepback of a minimum of 5' at the 30' or lower building height level. Buildings with an overall height of 50' or greater shall incorporate a minimum of one 5' stepback in the first 30' and a second 10' stepback thereafter.
- e) Transparency – A high level of ground floor transparency is encouraged throughout the Downtown. Dark, frosted or tinted glass in ground floor windows facing the street or an open space are prohibited, unless specific proposed uses justify inclusion of these features. Unless waived by the Architectural Commission, a minimum percentage of the total area of each ground-floor shall consist of transparency areas.
- f) Street Edge – Unique building elements and architectural details used at the street level are encouraged so as to create a direct impact on the quality of the pedestrian experience resulting in an active and interesting street front.
- g) Vision Corners – Vision corners shall be preserved at all street intersections. No buildings or significant structures are allowed with the triangle space of 15' x 15', measured along the property lines of the two street frontages.
- h) Entries – Entries shall be located to enhance the street level experience and help give a sense of human scale. Entries shall be clearly defined, accessible, and located to express visual interest along a street front.
- i) Windows – Buildings should be designed to incorporate ground floor storefront windows wherever possible. Windows shall be taller than they are wide.
- j) Canopies / Awnings – First floor canopies shall be designed as integral elements of the building façade. Material, configuration, dimension, and location of awnings shall be appropriate for the building. A canopy may extend up to 12' beyond the building to which it is affixed; however, is shall not extend closer than 1' to the vertical plane formed by the curb line. Canopies may extend into the public right-of-way and shall have a minimum clearance height of 8' from the pavement or sidewalk grade.
- k) Materials – Primary building materials shall be durable and project an image of permanence typical of the Downtown traditional masonry storefronts. Appropriate materials include, but are not limited to:
- Brick, stone, or other masonry products;
 - Steel (may be used for accents only);
 - Cast Concrete;
 - Split face concrete masonry (not to exceed 40% of the exterior wall area);
 - Composite siding; or
 - Comparable material approved by the Architectural Commission.
 - No veneer man-made stone, or vinyl materials will be allowed.
 - No metal siding as the dominant form of building material.
- l) Mechanicals / Operational Systems – These elements must be screened with architectural screening materials or incorporate into the overall building design
- m) Sustainability – Design should encourage use of energy saving materials and construction practices, provide for sustainability when selecting structural and façade materials and designing functional building elements and incorporate building elements that allow for natural environmental control such as, operable windows for natural ventilation, wind locks at high volume entries, rain gardens, roof top gardens, sun shading and interior solar screens above south facing windows. Developers are also encouraged to utilize high efficiency lighting, appliances, and fixtures as well as selecting low-emitting materials.
- n) Garbage / Dumpsters / Enclosures – The development is responsible for its own garbage / recycling. It is strongly encouraged to have garbage / recycling located in underground parking areas. If the dumpsters are stored on the exterior of the building, enclosures are required and shall be made of the same architectural materials as the main building and be appropriately incorporated into the overall site design.

- o) Architectural Significant Feature – Buildings shall contain architectural significant features at specific areas as shown on the Overlay Map. These features are defined as an eye-catching focal point element, unique to the building design. They are located in dominate view sheds and enhance the appearance of the building close-up and from afar. Examples include significant differences in design, massing, building heights, materials, roof pitches or other similar qualities. The elements are subject to the Architectural Commission approval.

17.208(5) East St. Paul Street Area:

- a) Building Height – 70' maximum building height, 40' minimum building height.
- b) Building Setbacks – Minimum 3' building setback from property line along Wisconsin Avenue, and St. Paul Street. Minimum 7' building setback from property line along Walnut Street and Pleasant Street. A 45' building setback from Fowler Lake.
- c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- d) Orientation – Buildings adjacent to roundabout shall be orientated toward roundabout.

17.208(6) North Pleasant Street Area:

- a) Building Height – 50' maximum building height, 30' minimum building height.
- b) Building Setbacks – Minimum 7' building setback from the property line along Walnut Street and Pleasant Street. A 45' building setback from Fowler Lake.
- c) Windows / Transparency – A minimum of 25% ground floor glass transparency.

17.208(7) East Wisconsin Avenue Area:

- a) City Hall Buffer – For a distance of 50' from the footprint of City Hall building, there shall be no buildings that exceed 40' in height.
- b) Building Height – 50' maximum building height, 30' minimum building height.
- c) Building Setbacks – Minimum 0' building setback from property line along Wisconsin Avenue and Main Street. Minimum 3' setback from property lines along Silver Lake Street and Silver Lake Plaza. Minimum 5' building setback from property line along Collins Street, Cross Street and St. Paul Street, and a minimum 7' building setback from property line along W. South Street.
- d) Windows / Transparency – A minimum of 75% ground floor glass transparency.
- e) Orientation – Developments abutting Fowler Lake shall have street front and lake front elevations.

17.208(8) West Wisconsin Avenue Area:

- a) Building Height – 70' maximum building height, 40' minimum building height.
- b) Building Setbacks – Minimum 0' building setback from property line along Wisconsin Avenue and Main Street. Minimum 7' building setback from property line along South Street, and Worthington Street.
- c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- d) Orientation – Developments abutting Lac La Belle shall have street front and lake front elevations.

17.208(9) West Worthington Street Area:

- a) Building Height – 45' maximum building height, 30' minimum building height.
- b) Building Setbacks – Minimum 10' building setback from property line along Wisconsin Avenue. Minimum 7' building setback from property line along Worthington Street. Minimum 10' rear and side yard building setback from property lines.
- c) Windows / Transparency – A minimum of 25% ground floor glass transparency.

17.208(10) East Concord Road Area:

- a) Building Height – 35' maximum building height, 25' minimum building height.
- b) Building Setbacks – Minimum 10' building setback from property line along Wisconsin Avenue, South Street, and Concord Road. Minimum 7' building setback from property line along Worthington Street. Minimum 10' rear and side yard building setback from property lines.
- c) Windows / Transparency – A minimum of 25% ground floor glass transparency.

17.208(11) Walnut Street Area:

- a) Building Height – 35' maximum building height.
- b) Building Setbacks – Minimum 7' yard building setback from property line
- c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- d) Side-yard Offsets – There shall be a minimum building setback from the side lot lines of five (5) feet.

17.208(12) West Lapham Street:

- a) Building Height – 50' maximum building height, 20' minimum building height.
- b) Building Setbacks – Minimum 5' building setback from property line along E. Wisconsin Avenue. Minimum 7' building setback from property line along E. Pleasant Street, N. Thompson Street, and Walnut Street. Minimum 10' front yard building setback on N. Fowler Street. Minimum 3' building setback from property line along S. Silver Lake Street. A 45' building setback from Fowler Lake and 10' building setback from the railroad right-of-way.
- c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- d) Orientation – Developments abutting Roundabout shall have orientation toward the roundabout.
- e) Parking – (1) Residential Parking – All new residential shall be required to install a minimum of (1) on-site parking stall for each (1) bedroom or efficiency units and (2) on-site parking stalls for each (2) bedroom or greater units. Guest parking shall be an additional 0.25 stall per residential unit. Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design standards for properties and development located on Fowler Lake will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.

(2) Non-Residential Parking – Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design standards for properties and development located on Fowler Lake will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.

- f) Paving Setback – Front Yard minimum of 5' pavement setback except for approved driveways; Side Yard minimum of 3' and Rear Yard minimum of 5'.
- g) Side-yard Offsets – There shall be a minimum building setback from the side lot lines of five (5) feet.
- h) Landscaping – Development plans shall incorporate 40 landscaping points per 1000 SF of new impervious area, including but not limited to rooftops, parking lots and hard-surfaced loading areas.
- i) Open Space – Each development shall include a minimum of 10% of public or private open space on the property.

17.208(13) East Lapham Street:

- a) Building Height – 50' maximum building height, 20' minimum building height.
- b) Building Setbacks – Minimum 15' building setback from property line along E. Wisconsin Avenue, N. Lapham Street, and Sheldon Road. A 45' building setback from Fowler Lake and 10' setback from the railroad right-of-way.
- c) Windows / Transparency – A minimum of 25% ground floor glass transparency.
- d) Parking – (1) Residential Parking – All new residential shall be required to install a minimum of (1) on-site parking stall for each (1) bedroom or efficiency units and (2) on-site parking stalls for each (2) bedroom or greater units. Guest parking shall be an additional 0.25 stall per residential unit. Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design standards for properties and development located on Fowler Lake will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.

(2) Non-Residential Parking – Surface parking is encouraged behind buildings. Surface parking is discouraged between the building and primary street frontage. Design

standards for properties and development located on Fowler Lake will be reviewed by the Plan Commission and Architectural Commission on a case-by-case basis.

- e) Paving Setback – Front Yard minimum of 5' pavement setback except for approved driveways; Side Yard minimum of 3' and Rear Yard minimum of 5'.
- f) Side-yard Offsets – There shall be a minimum building setback from the side lot lines of five (5) feet.
- g) Landscaping – Development plans shall incorporate 40 landscaping points per 1000 SF of new impervious area, including but not limited to rooftops, parking lots and hard-surfaced loading areas.
- h) Open Space – Each development shall include a minimum of 25% of public or private open space on the property.