

DOWNTOWN DEVELOPMENT PLAN DELAFIELD, WISCONSIN

Adopted: September 20, 1993



DISCOVERY GROUP, LTD.

DOWNTOWN PLAN

**CITY OF DELAFIELD,
WISCONSIN**

**Approved by the Plan Commission
August 25, 1993**

**Adopted by the Common Council
September 20, 1993**

Prepared by

**Discovery Group, Ltd.
Madison, Wisconsin**

DOWNTOWN PLAN

CITY OF DELAFIELD, WISCONSIN

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1. INTRODUCTION

The City of Delafield has engaged Discovery Group, Ltd. to prepare the Downtown Plan as a component of the City of Delafield's Comprehensive Plan. Discovery prepared the citywide Comprehensive Plan in 1991 and has served as retained planning consultants to the City for a wide range of development reviews and special studies.

Downtown Delafield is the historic commercial, service, and governmental center of the community. While recent commercial developments at the Interstate 94/Highway 83 interchange have reduced the primacy of the Downtown as the retail center for the community, Downtown remains a very important shopping center for the surrounding residential neighborhoods.

Downtown Delafield has the potential of becoming a regionally significant specialty retail district featuring restaurants, antique shops, boutiques, craft stores, bed and breakfasts, and eating establishments.

Downtown Delafield is at a critical juncture in its development. The Delafield area, including the Downtown, is experiencing an increase in development activity. New developments include extensive construction associated with the Lang Companies, both on the "Lang Campus" and at scattered sites throughout the Downtown area. Many of the older properties in the Downtown area are changing ownership as new businesses, primarily specialty retail stores, are becoming established. New development has been proposed for the southeast quadrant of the Interstate-94/Highway C interchange area which forms the primary entrance into the Downtown area.

The Downtown Plan emphasizes the need to retain the unique historic and architectural character of the area. At the same time, the Downtown Plan is intended to promote high quality development and provide an effective setting and framework for businesses in the Downtown area to thrive. The Downtown Plan is both supportive of new development and "preservationist" in terms of retaining the character and architectural integrity of the area.

2. DOWNTOWN DEVELOPMENT GOALS AND OBJECTIVES

The following general goals and objectives provide the guidelines for preparing the policies, maps, and specific implementation recommendations contained in the Downtown Plan:

a. Preserve the original architectural character and integrity of the Downtown area.

The dominant architectural themes in the Downtown area include many examples of Greek Revival and Colonial style buildings, which reflect the early "Yankee" settlement of the area. These buildings include Hawk's Inn, the Colonial House, the Chapel, and the Old Doctor's Office (more recently, the savings and loan building) on Genesee Street. These buildings are reminiscent of a New England village. Other historic architectural traditions are the cottage and bungalow style buildings influenced by Crafts Period and Prairie style architecture. A third architectural influence is the institutional influence of St. John's Military Academy and Nashota House, with their distinctive Gothic and Tudor style buildings.

Newer positive architectural influences are the Williamsburg reproductions developed on the "Lang Campus" and the Neocolonial style contemporary style buildings using natural wood and stone materials.

The Downtown Plan attempts to guide new development and redevelopment to reflect the historic architectural influences of the community. The guidelines in the Downtown Plan are designed to discourage intrusive architectural styles and site plans which would detract from the traditional qualities of the Downtown area.

b. Maintain the integrity of the predominately single-family neighborhoods adjoining Downtown.

The older residential neighborhoods near Downtown, particularly those streets immediately east of Downtown, consist of many fine older homes. Many of these homes have been rehabilitated and restored in recent years. One of the key objectives of the Downtown Plan is to define boundaries for the expansion of commercial and multifamily development, so that the quality and integrity of the older residential neighborhoods near Downtown are preserved.

c. Control the type of growth occurring at the primary entrance into the Downtown area from the Interstate 94/Highway C interchange.

With the proposed development of the southeast quadrant of the Interstate 94/Highway C interchange, the City and surrounding residents have become concerned about the scale and type

of the development potentially occurring at this interchange and its impact on adjoining neighborhoods. Particular concerns include appearance, traffic safety, and stormwater drainage.

When the Delafield Comprehensive Plan was adopted in 1991, the City agreed to restrict development at the interchange to office and service development. The purpose of this proposal was to prevent extensive commercial development, such as the development that has occurred at the Highway 83 interchange. An objective of this plan is to emphasize the City's intent to limit the type and scale of commercial development at the Highway C interchange to office and service types of business and to avoid the type of high intensity commercial development found at the Highway 83 interchange.

d. Preserve the residential corridor of the Highway C (Genesee Street) Corridor between the interchange and the Downtown.

The existing residences along Genesee Street between Downtown and the interchange should be preserved for the next ten- to twenty-year period as a controlled entry into the Downtown. The homes are set back from the highway right-of-way and provide an attractive approach to the Downtown.

The Downtown should be considered to begin past the crest of the hill north of Cushing School. At this point, the land use pattern is expected to transition to commercial uses.

e. Maintain the efficiency of Highway C (Genesee Street) and Main Street as the primary arterials serving the Downtown area.

As Downtown Delafield and the west side of Lake Nagawicka continue to develop, it will be increasingly important to maintain the efficiency of Genesee Street and Main Street as the two primary arterials serving the area. In the future, these streets are anticipated to carry significantly more traffic than they do today. The Downtown Plan needs to be predicated on maintaining safe traffic flow on these corridors.

f. Provide sites suitable for multifamily development.

There is extensive multifamily and elderly development in the Downtown area. There is anticipated to be future market demand for higher density housing in this area. The Downtown Plan needs to identify areas where multifamily development can occur in a manner that does not create conflicts with predominantly single-family neighborhoods or create congestion in the Downtown area.

g. Promote the use of the Bark River Parkway and the southwest Lake Nagawicka shoreline for recreational use.

The Bark River Parkway, extending from St. John's Park on the east to Cushing Park on the west, is proposed as a continuous conservancy and recreation corridor with linear trails linking the Bark River Parkway with Lake Nagawicka. The trails should be connected to the Ice Age and Lake Country Trails. The trails and recreational improvements along the Bark River Parkway should incorporate the older Fish Hatchery Building, which is a key historic site.

Detailed planning for the Bark River Parkway needs to include St. John's Military Academy, which owns all of the land abutting the corridor on the north.

h. Provide greater orientation of the Downtown area towards Lake Nagawicka.

As the Downtown area has developed, it has essentially "turned its back" towards Lake Nagawicka, which is one of the major attractions of the Delafield area. Recreational improvements to the pond area and the adjacent undeveloped shoreline offer an opportunity to integrate the lakeshore into the Downtown. A key feature of the "lakefront" development should include the restoration of the Old Mill located on Mill Street.

Recreational and public access improvements at the pond and lakeshore should be "passive" improvements designed for walk-in use, versus automobile-oriented development, with extensive parking or boat landings. The boating use along this section of the lakeshore should be limited to transient tie-ups along the pond bulkhead, with pedestrian trail access to the Downtown business district. Additional boat landings in the Downtown area should be discouraged because of the potential congestion and lack of adequate parking.

3. LAND USE RECOMMENDATIONS

The recommended land uses for the Downtown area are long-range goals. There may be interim land uses within each of these areas that represent either existing land uses, which are "grandfathered in," or transitional land uses that occur as specifically permitted by the Plan Commission.

In both the Downtown and the Interstate 94/Highway C interchange area there may be mixed-use development that incorporates several different land uses within a single building or a single project area. Mixed-use developments generally require approval as Conditional Use - Planned Developments.

The Generalized Land Use Plan at the end of this section shows the generalized land use plan for the Downtown area, which includes the Interstate 94/Highway C interchange. There is a second Detailed Land Use Plan for the central part of the Downtown area. Two other detailed plans accompanying the Land Use Plans are the 5-Year and 20-Year Development Plans, illustrating conceptual site developments and development phasing in the Downtown area.

The following are the primary land use categories in the Downtown area:

Central Business District (CBD)

The Central Business District is the primary retail district. The predominant land uses are retail sales and service. Secondary uses include single and multifamily housing. Existing nonretail uses, which were permitted uses at the time they were developed or conditionally permitted, are "grandfathered in." Industrial and warehouse uses, except those already permitted, should not be permitted in the Central Business District.

The zoning districts which correspond to the Central Business District as shown on the Land Use Plan are CBD, B-1, and B-1-A.

The Central Business District as delineated in the Downtown Plan is a refinement of the delineation appearing in the Comprehensive Plan adopted in 1991. The refined CBD delineations are generally the same as the delineation appearing in the Comprehensive Plan, except that the eastern boundary, which was formerly located at Lake Street, has been pulled westward to the western quarter of the block between Oneida and Lake Streets. The refined CBD boundary on the west has been extended west of Dopkins Street to include land formerly designated as multifamily.

When adopted, the delineations in the Downtown Plan will supersede the Comprehensive Plan delineations.

Lang Campus

The southwest portion of the Downtown is designated as the Lang Campus. The area is developing as a Conditional Use - Planned Development under a unified master plan. The area has a distinctive architectural character defined by the Williamsburg-style buildings arranged in a courtyard pattern with internal parking courtyards, green space, and pedestrian circulation.

The Lang Campus is intended to provide an area for a variety of land use activities associated with the Lang Companies, including offices and facilities for production, distribution, and warehousing. The portion of the Lang Campus fronting on Genesee Street may be used as a retail distribution facility.

All land uses within the Lang Campus should be approved as Conditional Use - Planned Development or amendments to existing Conditional Use - Planned Developments.

The Downtown Plan indicates the expansion of the Lang Campus to the southwest onto land currently owned by Del-Hart Sanitary Sewerage District. Primary access into the Lang Campus will be through an extension of Division Street west of Genesee Street across from City Hall. Secondary access will be via Wells Street and Butler Street.

Municipal/Financial Center

The block containing the City Hall and Bank One is designated as the Municipal/Financial Center. There is opportunity for new construction of a library and/or senior center on the east side of the block, behind the City Hall. At the time that additional space is needed within City Hall, the building should be expanded towards Genesee Street to provide a new facade.

The library should optimally be located either in the fire station wing or in a new building behind City Hall. If, at any point in the future, Bank One should relocate, the bank building would make an ideal library location. It should be noted that Bank One has indicated that at this time they have no plans to relocate.

Municipal and financial uses are permitted in either the B-1 Local Business & Residential Zoning District or the CBD-1 Zoning District.

Multifamily District

Two multifamily areas are indicated on the Land Use Plan. One area is south of Wells Street and east of the City Hall. The second area is south of Wells and west of Butler Street. Both of these areas are partially developed.

Multifamily uses correspond to the R-6 Multiple Family Residential Zoning District or R-7EH Multiple Family Elderly Housing District.

Bark River Parkway and St. John's Park

The Bark River Parkway includes all of the land in the Bark River floodplain in the Downtown area extending from St. John's Park on the east to Cushing Park on the west. The area includes the 33 acres of publicly-owned lands associated with the Fish Hatchery that were acquired by the City of Delafield from the Wisconsin Department of Natural Resources.

Privately-owned land within the Bark River Parkway includes several parcels along Genesee Street and land owned by St. John's Military Academy on the north side of the Bark River.

The Downtown Plan calls for all of the land in the floodplain to be planned as part of an environmental conservancy area with a continuous hiking trail extending from St. John's Park on Lake Nagawicka to Cushing Park. The trail system will also connect to the Ice Age and Lake Country Trails.

As private land in the Bark River Parkway becomes available for acquisition, the City of Delafield should consider purchasing land to add to the municipal park system.

St. John's Park should be expanded by acquisition of the Stuhmer parcel on the north side of the pond. With the acquisition, an easement, including a private dockage area, would need to be reserved to provide access to the island. As a second phase of acquisition and improvement at St. John's Park, additional acquisitions are recommended on the south side of the pond.

St. John's Riverfront Development

The St. John's Riverfront Development area includes land belonging to St. John's Military Academy and located outside the floodplain land north of the Bark River. Much of this land sits on a bench 20 to 30 feet above the floodplain elevation. Potential land uses for this area include faculty housing associated with St. John's or townhouse or medium density multifamily development.

This area is currently underutilized and partially used as a maintenance and storage area for St. John's. Most of the area is vacant. With the beautification of the Bark River Parkway, this area could become a high-amenity site with significant development potential.

Access to this area should be provided off of Exeter Street.

St. John's Military Academy is currently zoned P-1 Public and Semi-Public District. If developed as housing that is not part of the St. John's Campus, this area should be rezoned to the appropriate residential district and developed as a Conditional Use - Planned Development.

Single-Family and Lake Residential

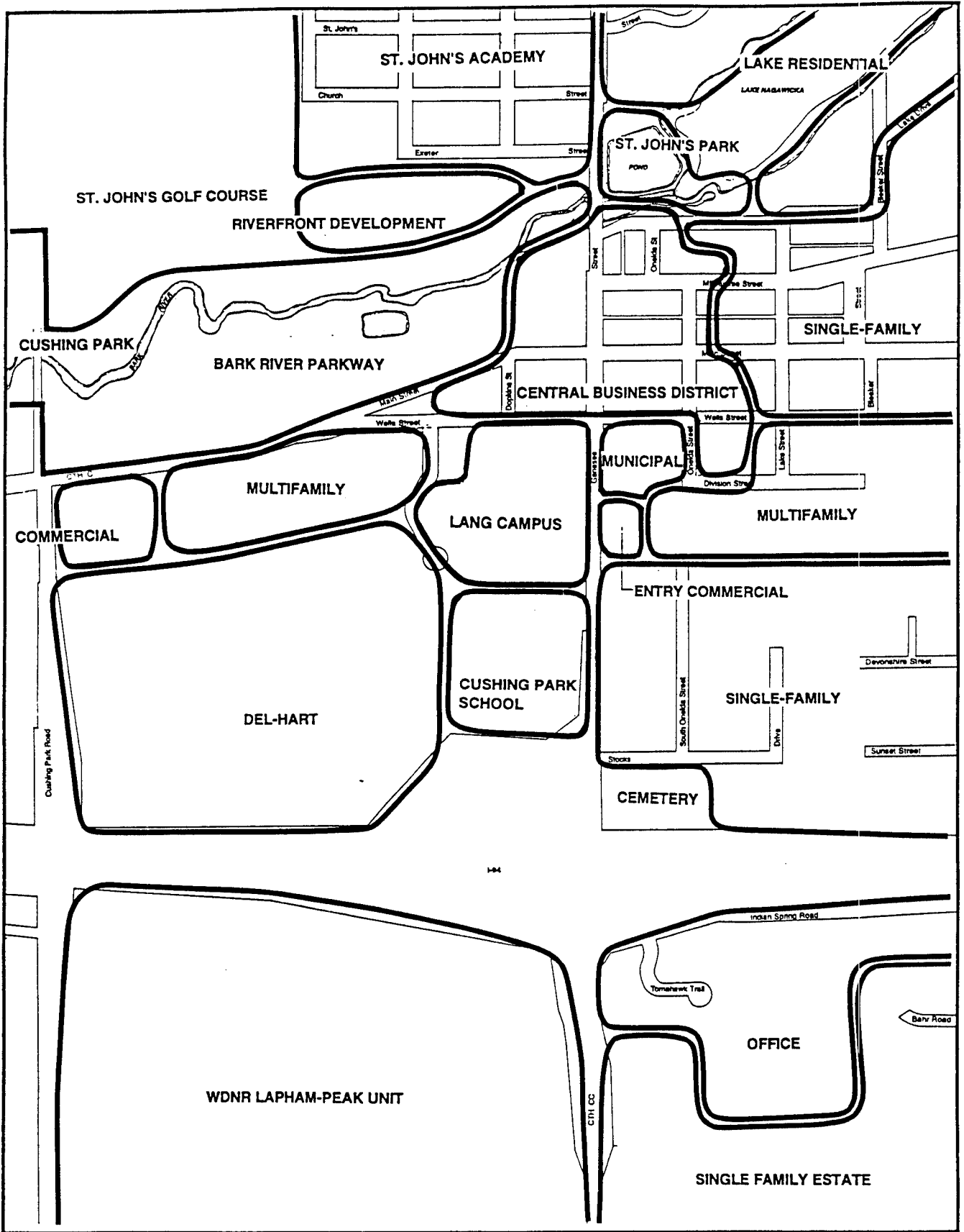
The areas designated as single-family and lake residential are predominantly single-family neighborhoods that should be maintained with their existing character.

The existing zoning for these areas is R-3, R-4, and RL-2 Residential. Land in these areas should not be zoned to higher density uses, except as Conditional Use - Planned Developments where the use of Planned Development conditional use zoning would result in a more efficient and attractive development that would not conflict with adjoining single-family residential uses.

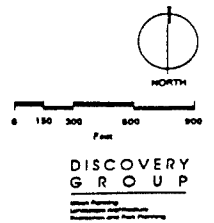
Interstate 94/Highway C Interchange Area

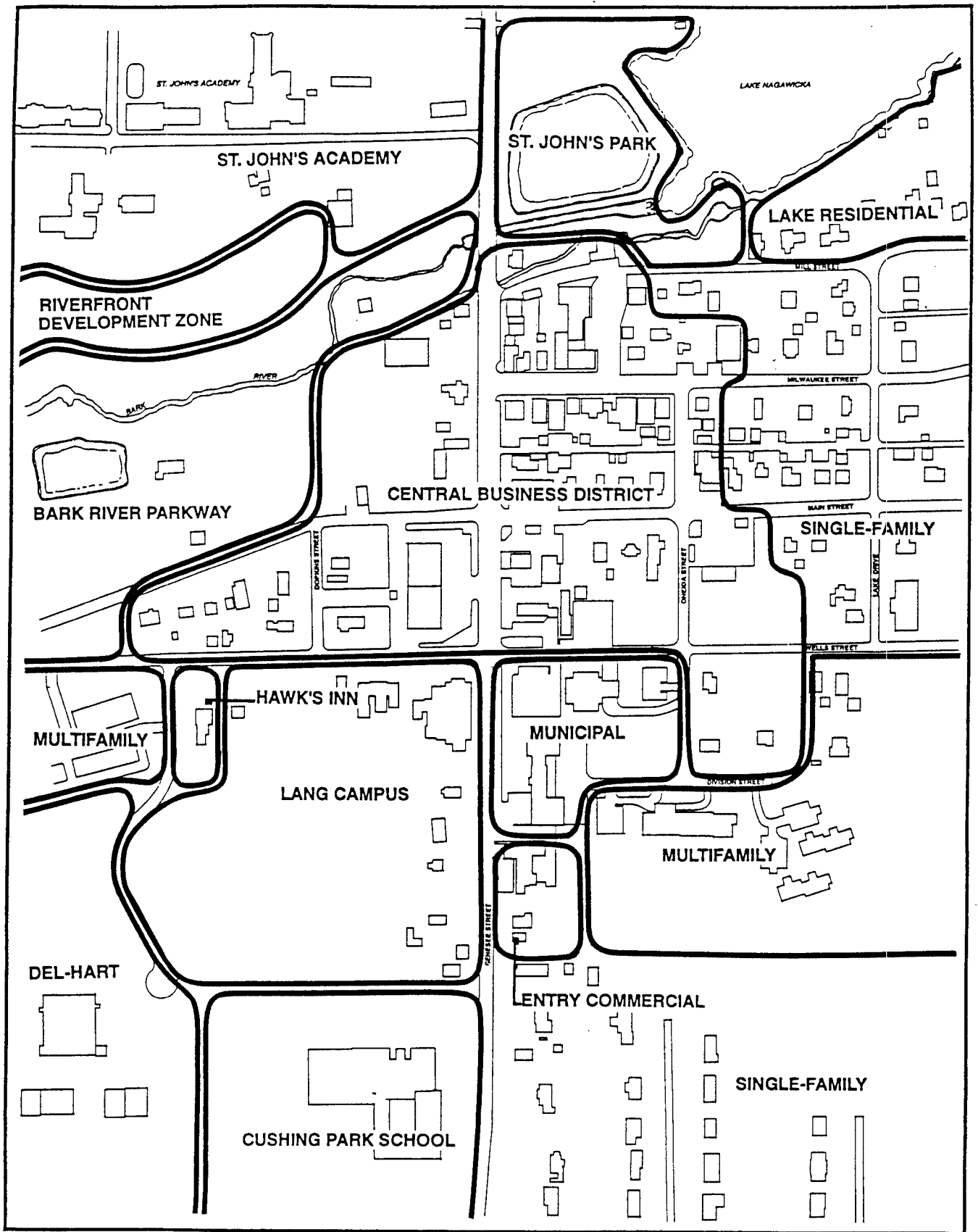
The southeast quadrant of the Interstate 94/Highway C interchange is presently zoned B-5. The corner property on the southeast quadrant, which is roughly 22 acres in size, is under single ownership and has been proposed as a mixed-use Conditional Use - Planned Development, accommodating facilities associated with the Lang Companies.

The current zoning of this area is B-5 Office and Research District, which limits uses to offices and associated services. The land uses in the interchange should be limited to those permitted in the B-5 District. It is recommended that ownership parcels in this area be approved under Conditional Use - Planned Development guidelines with a comprehensive General Development Plan for the entire holding.



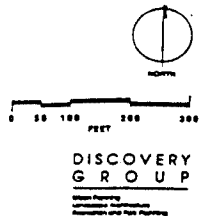
DOWNTOWN GENERAL AREA PLAN
CITY OF DELAFIELD, WISCONSIN
 PREPARED JULY, 1993

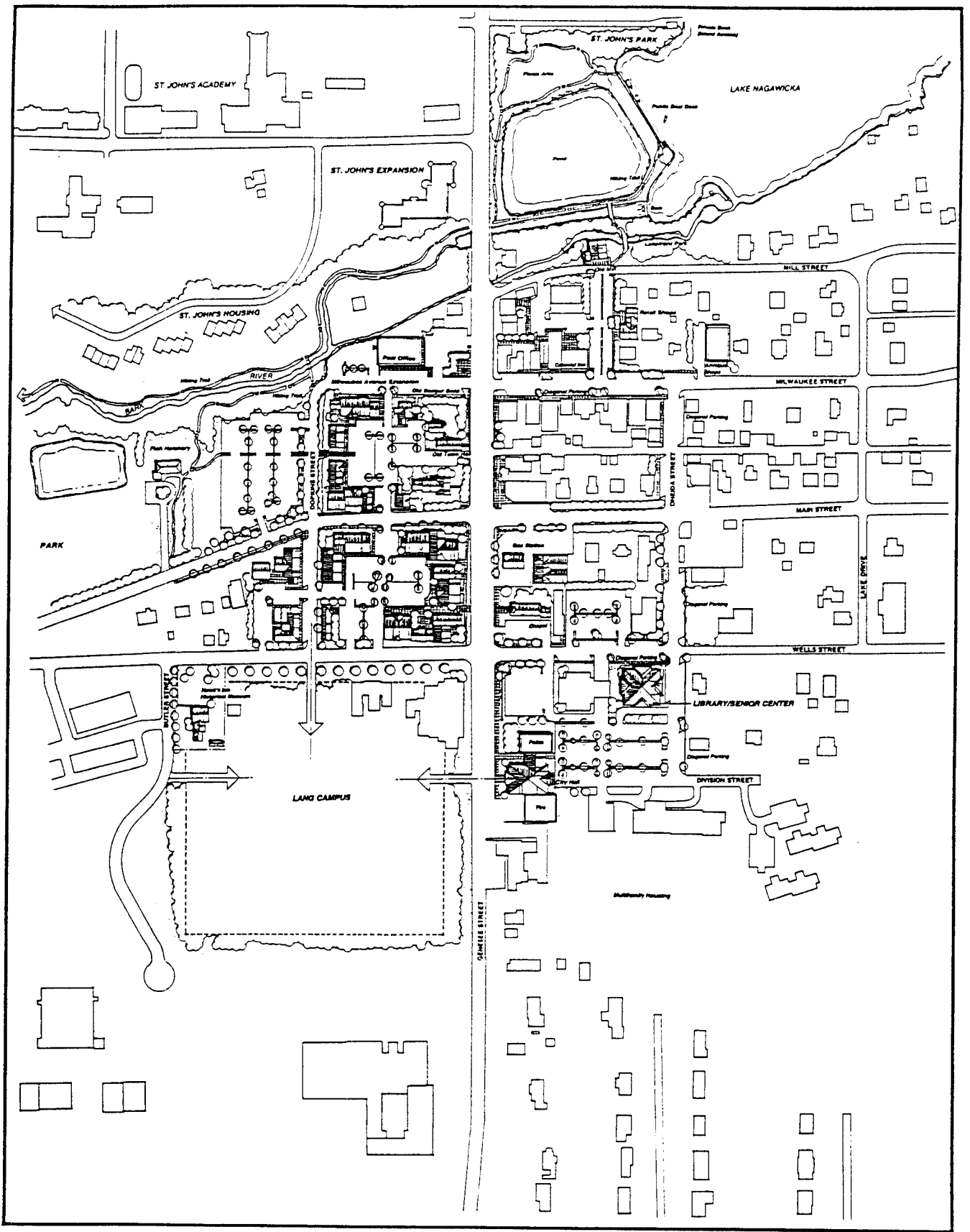




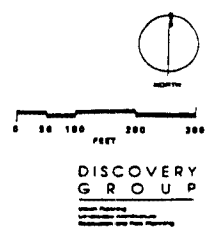
DOWNTOWN DETAIL AREA PLAN CITY OF DELAFIELD, WISCONSIN

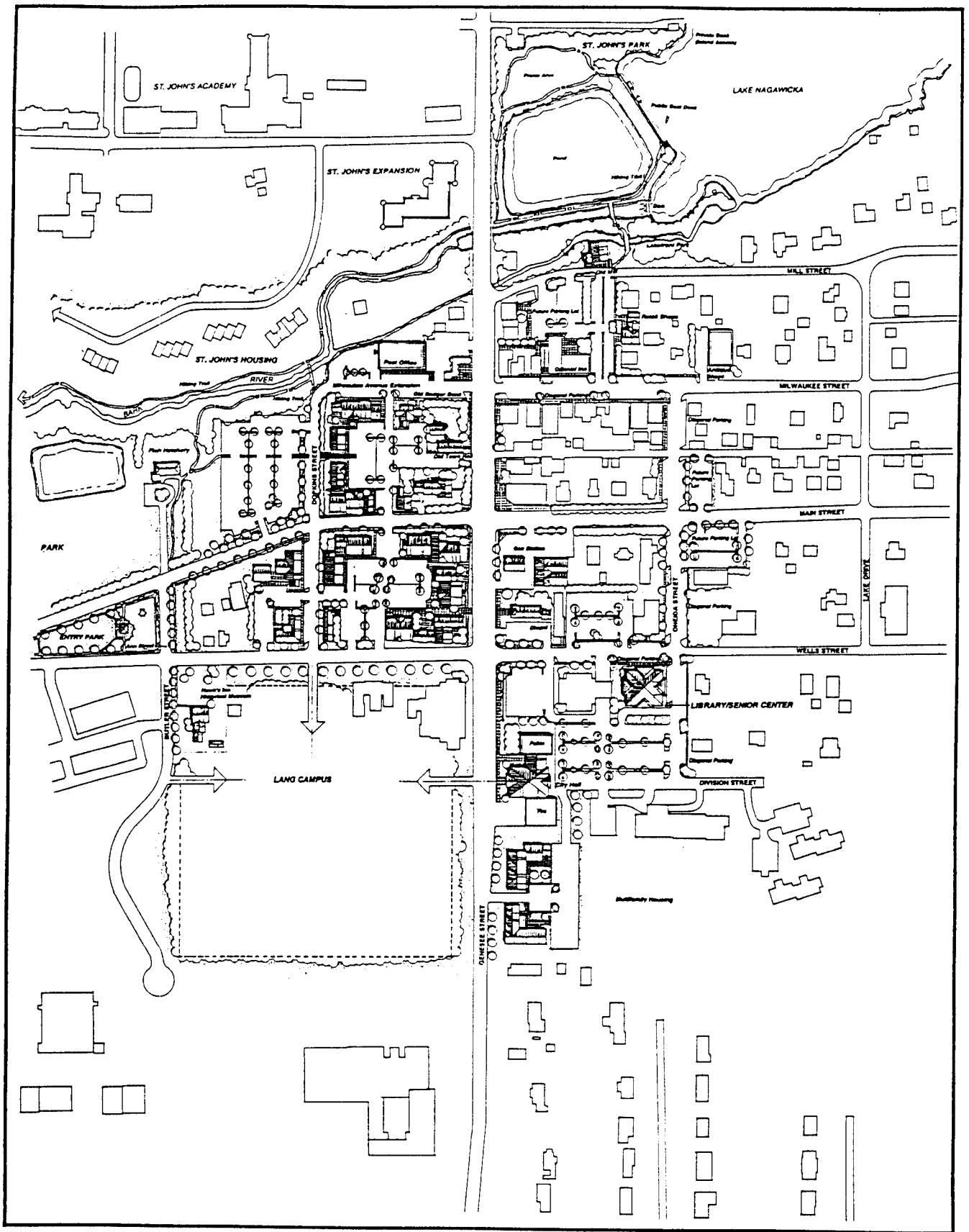
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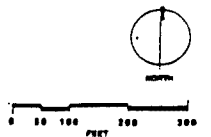


5-YEAR DEVELOPMENT PLAN CITY OF DELAFIELD, WISCONSIN





20-YEAR DEVELOPMENT PLAN CITY OF DELAFIELD, WISCONSIN



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4. TRANSPORTATION RECOMMENDATIONS

Indian Springs Road Relocation

The Wisconsin Department of Transportation has proposed reconstruction of the Indian Springs Road intersection with Highway C. The primary reason for the proposed relocation is to separate local traffic on the frontage road from traffic entering Interstate 94.

At the time of adoption of this plan, WDOT is considering alternative locations for the Indian Springs Road intersection. From both a land use and local traffic safety perspective, the City favors an intersection located as close to the existing intersection as possible and still provide the necessary separation of local traffic and highway approach ramp traffic. The preferred intersection location is approximately 400 to 500 feet south of the south approach ramp entrance.

Arterial Streets

The two primary arterials serving the Downtown area are Genesee and Main Streets. These streets will need to be maintained as efficient traffic carriers.

WDOT and Waukesha County have projected that, at some point in the future, Genesee Street (Highway C) will need to carry two lanes of moving traffic in each direction. The pavement width for such an arterial would need to be 42 to 48 feet. At some point, the diagonal parking in front of City Hall will need to be removed, since backing into the traffic lanes creates a safety hazard and creates congestion.

Local Street Grid System

The streets in the Downtown area form a traditional street grid pattern, similar to the Original Plat of the City. The local street grid should be preserved as part of maintaining the traditional character of the Downtown. This grid system will help filter local traffic through the Downtown without unduly concentrating traffic onto one or two local streets.

Because traffic volumes on the local streets will be relatively low, properly designed diagonal or 90 degree parking may be feasible on nonarterial the commercial streets.

The local streets should be maintained as two-way streets. There is not enough traffic to justify a one-way street pattern.

Street Extensions

In keeping with the emphasis on the traditional grid street system, several street extensions are proposed that will restore streets that appeared in the Original Plat of the City. The proposed extensions include:

Milwaukee Street	Extend west of Genesee to Dopkins extended
Dopkins Street	Extend north of Main Street to Milwaukee extended
Ann Street	Restore original street linking Hawks Inn and the Fish Hatchery

Maintenance of the Alley System

The alley located between Main and Milwaukee Streets provides an important means of service access to the rear of businesses fronting on Milwaukee Street. The alley also adds to the distinctive traditional character of this block. The Downtown Plan reflects the retention of the existing alley in its present form.

Private Drives Serving the Lang Campus

The Lang Campus should be served by private drives. The main entrance to the campus should be located at the present City parking lot across from City Hall. The alignment should correspond to Pamela Street as it appeared on the Original Plat. The private drive should circulate through the Lang Campus, with secondary access points off of Wells and Butler Streets.

Pedestrian Circulation

As land use intensity increases Downtown, there will be an increasing need for good pedestrian circulation. Particularly because of the specialty retail character of the district, pedestrian circulation will be the primary means of access to most of the businesses.

All streets in the Central Business District will ultimately require sidewalks. In some cases, the sidewalks will have to be phased in because some of the older buildings are constructed so that they extend into the public right-of-way. Along Main Street, the sidewalk will need to be set back from the street pavement to preserve existing trees.

All new streets and street reconstruction in the Downtown Central Business District should incorporate sidewalks on both sides of the street.

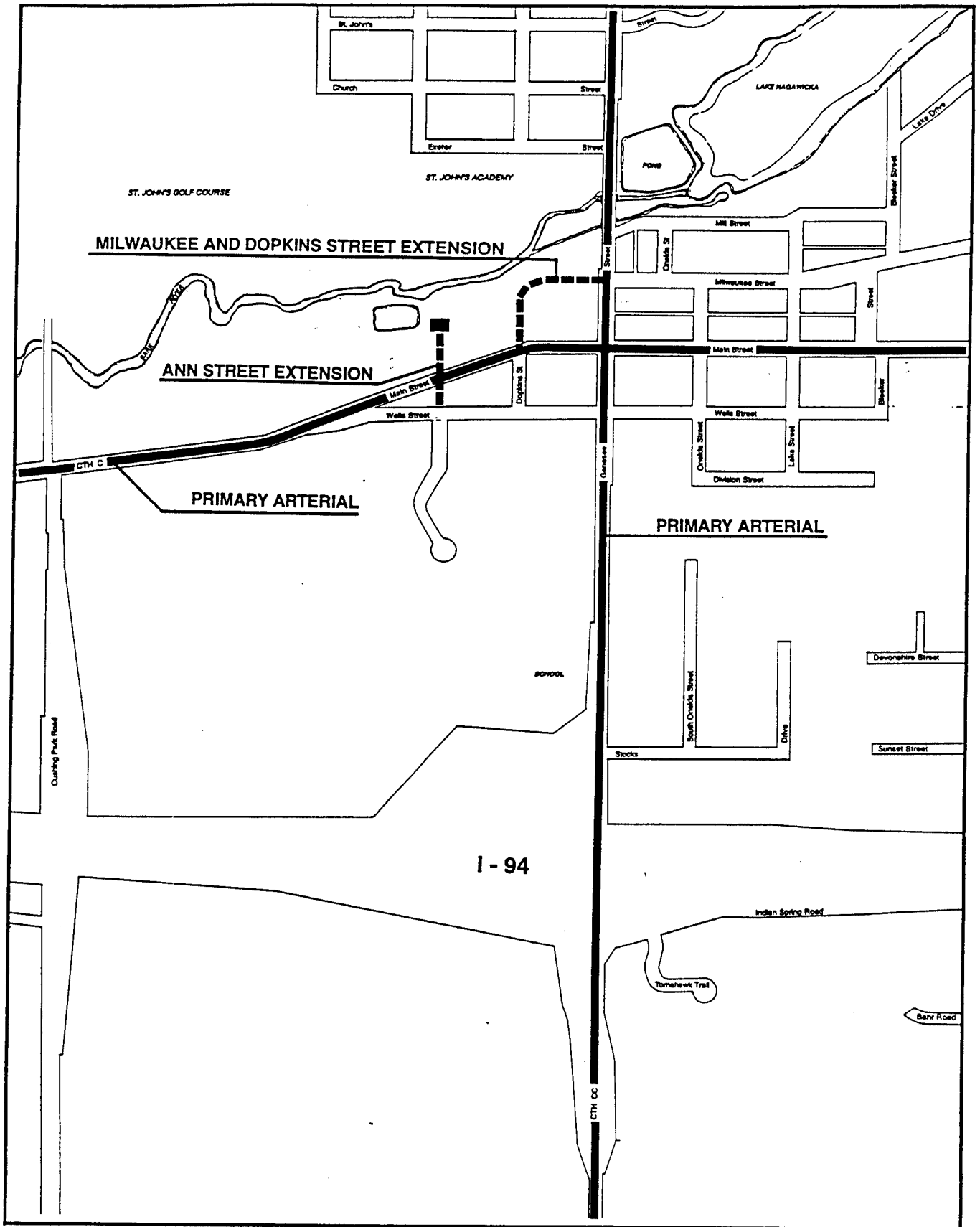
A secondary pedestrian circulation system has been proposed for St. John's Park and the Bark River Parkway. The paths through St. John's Park and along the Bark River should initially be

constructed of crushed limestone or other comparable materials, although, depending on levels of use, the trails may need to be surfaced with asphalt or other comparable hard-surface material at some point in the future.

Bicycle Circulation


The Lake Country Trail, a Waukesha County trail extending east-west across western Waukesha County, crosses through Downtown Delafield on Wells Street. To the east, the trail follows the Wisconsin Electric Power Company right-of-way corridor. The interim western terminus of the trail is Cushing Park. Ultimately, the trail will be extended west to the Oconomowoc area.

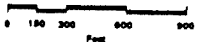
Improvements on Wells Street should be planned with the anticipation that most of the through bicycle use in the Downtown area will follow Wells. That traffic is expected to include a relatively large number of families and mature adults who are the primary users of bicycle trail systems.



STREET RECOMMENDATIONS CITY OF DELAFIELD, WISCONSIN

PREPARED JULY, 1993

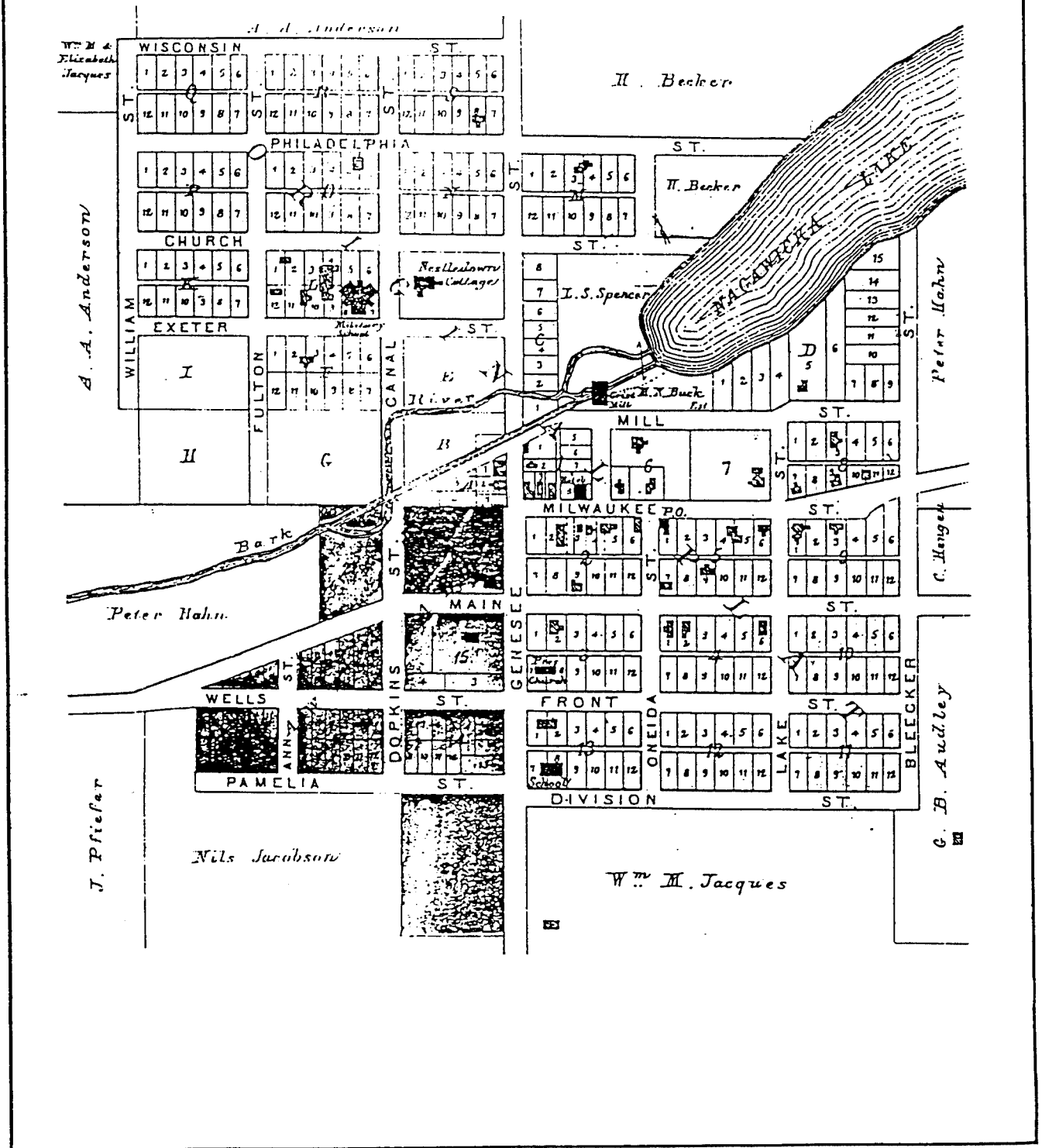

 NORTH


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 Feet

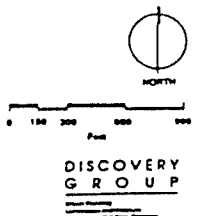
DISCOVERY GROUP
Urban Planning
 Engineering, Architecture
 Interiors and Public Planning

DELAFIELD

Scale - 100 Ft. to an Inch



ORIGINAL STREET PLAT
CITY OF DELAFIELD, WISCONSIN



5. PARKING RECOMMENDATIONS

Parking has been identified throughout the planning process as one of the key concerns of Downtown business and property owners. With the exception of the public lots in the vicinity of City Hall, all of the present parking is either on-street or provided by individual businesses.

New Public Parking Lots

As the development intensity of Downtown increases, additional public on-street and off-street parking will be needed.

The primary public parking lot should be a large lot constructed east of the Fish Hatchery. This lot will serve as the primary employee parking area, thus freeing up on-street and private spaces for customer use. The lot will also serve events at the Fish Hatchery and the Bark River Parkway.

Over the long term, five to twenty years into the future, two additional public parking lots could be created at the sites of the two commercial garages and car repair shops in the Downtown area. While both of these facilities are strong businesses that are needed in the community, at their present locations they are exacerbating the parking situation by consuming nearby on-street parking. As the development intensity and land values in the Downtown increase, these businesses should be relocated to more appropriate commercial parks or highway locations where they can have adequate room for car storage and expansion.

A third future public parking lot may also include the private parking lot located on the southeast corner of Main and Oneida Streets. As funds become available and the demand for public parking increases, this would be a suitable site for City acquisition.

On-Street Parking

Additional on-street parking can be created by allowing diagonal or 90 degree parking on several of the local streets that are primarily commercial in character. Blocks potentially suitable for diagonal or 90 degree parking include:

Milwaukee Street
Oneida Street
Oneida Street
Wells Street

Between Oneida and Dopkins (extended) Streets
Between Division and Milwaukee Streets
Between Milwaukee and Mill Streets
Between Genesee and Oneida Streets

In each of these locations, there will need to be more detailed design studies to consider site limitations. There are inherent safety hazards associated with any type of parking which requires backing into moving traffic lanes. Each block will have to be designed to minimize safety hazards.

The diagonal or 90 degree parking should be formally defined by landscaped islands or "knuckles." The landscaped islands will also provide an area for pedestrian amenities and prevent the streets with diagonal or 90 degree parking from appearing as parking lots.

Other public streets are suitable for parallel parking, except near intersections where turning lanes may be required.

Two-Hour Parking Limit

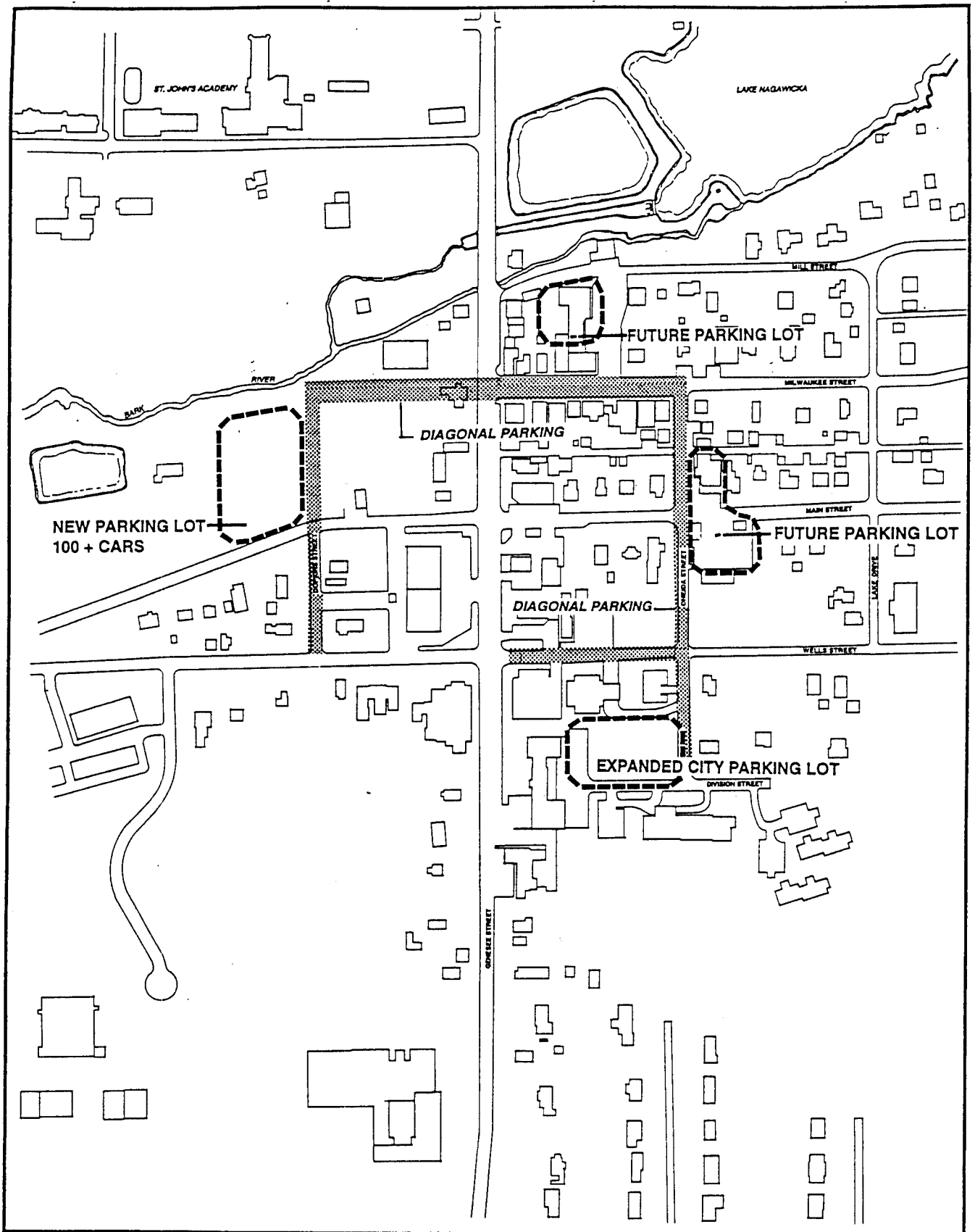
In response to the increasing need for turnover of on-street parking stalls, the City should implement a two-hour parking limit, similar to the restrictions in effect in the City of Oconomowoc. The primary objective of the restriction is to provide more customer parking spaces. Long-term employee parking is expected to occur at either the proposed City parking lot east of the Fish Hatchery or on private parking spaces.

Parking Impact Fee

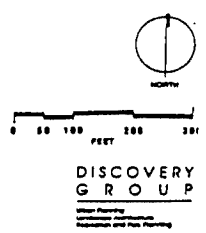
All development in Delafield, outside the CBD-1 District, is currently required to provide on-site parking at the time of initial construction and occupancy. Businesses and residences in the CBD-1 Zoning District are exempt from the on-site parking provision requirement. Although many businesses have provided on-site parking voluntarily, the fact that not enough parking has been provided to meet the demand has exacerbated parking shortage in the Downtown area.

The City should consider amending the Zoning Ordinance to remove the exemption from the parking requirement for development in the CBD-1 District. At the same time, the City should create provisions for a "fee-in-lieu-of-parking-stall" provision that would enable developers in the Downtown to contribute a fee-in-lieu-of providing on-site parking stalls into a segregated Downtown parking fund. The parking fund would be used to acquire public parking spaces in the Downtown area. The amount of the fee should be based on the estimated cost of acquiring and improving public parking stalls.

Under the parking impact fee program, developers in the Downtown area could be given the option of providing sufficient on-site parking as required in Section 17.50 -17.54 of the Zoning Ordinance or paying the parking impact fee.



PARKING RECOMMENDATIONS
CITY OF DELAFIELD, WISCONSIN
 PREPARED JULY, 1993



6. DOWNTOWN ARCHITECTURAL THEMES

Delafield was settled in the mid-1800's. The early settlers were predominantly of "Yankee" origin from New York, Pennsylvania, and New England. Later settlers included Germans and other Europeans. The dominant architectural influences, which form the character of the community, are the Yankee traditions brought by the earliest settlers.

Early Settlement Colonial Influence

The most prominent features of Delafield's architectural character are early buildings constructed in the Greek Revival style, popular in the mid and late 1800's. Especially prominent examples of Greek Revival influence are the Hawk's Inn and the Old Doctor's Office. These buildings are regionally important examples of the Greek Revival influence that have been well preserved.

Other less prominent, but yet important structures, display a Colonial influence. The Colonial influence borrows from and is similar to the Greek Revival influence, but is somewhat less formal. Many of the commercial and institutional buildings on Milwaukee and Genesee Streets reflect Colonial influences. Examples include the Colonial Inn, the Steeple, and the Old Blacksmith Shop.

Less prominent, but still identifiable, are Italianate influences on several of the commercial buildings on Milwaukee Street and several older residences in the Downtown area.

- **Greek Revival Influence**

- White color
- Use of classical detailing
- Colonnaded entry porches
- Low pitched gabled roofs
- Emphasized cornice lines

- **Colonial Style**

- Overhanging eaves
- White or light color
- Stone fireplaces
- Masonry or stone chimneys

- **Italianate Influence**

- Decorative brackets
 - Narrow windows
 - Curved window openings with decorative crowns

Lake Community/Resort Influences

As the community prospered in the late 1800's and early 1900's, many vacation resort-type buildings, cottages, and bungalow residential structures were constructed. Many of the residential structures were second homes or vacation homes along the lake. The lake community or resort influences also appear in some of the commercial structures. The primary architectural influences associated with the lake resort and residential development during this period include the Queen Anne, Arts and Crafts, and Prairie styles.

- **Queen Anne Influence**

- Steeply pitched roofs
 - Asymmetrical facades
 - Decorative detailing
 - Typically wood framed with dominant front gable and full-width porch

- **Arts and Crafts Influence**

- Low pitched (usually gabled) roofs
 - Unclosed eave overhangs
 - Decorative beams and braces
 - Tapered square columns and pilasters

- **Prairie Bungalow Influence**

- Low pitched roofs, usually hipped
 - Eaves, cornices, and facade detailing emphasizing horizontal lines
 - Decorative details, such as leaded glass

Institutional Influence

The establishment of the Fish Hatchery in the early 1900's, along with St. John's Military Academy and Nashotah House Seminary, set an impressive institutional architectural tone for the Delafield area. Most of the grand institutional buildings remain as prominent architectural monuments. With the exception of the Fish Hatchery, most of the institutional buildings in the area are well maintained and are in excellent condition.

The influence of these institutional buildings can be seen in some of the residential construction in the area, particularly some of the older estates.

- **Tudor or Chateausque Influence**

- Steeply pitched hipped roofs
- Wall dormers extended through cornice
- Use of stone as a building material
- Busy roof line with vertical elements

- **English Gothic Revival/Castellated**

- Use of stone as a building material
- Castellated parapets

Other Contemporary Influences

A wide variety of contemporary influences have added to the character of the Downtown and help establish some of the design themes. The most prominent recent addition to the architectural landscape has been the Williamsburg reproductions built to house the various parts of the Lang Companies in the Downtown area. The Williamsburg influence can also be seen in the Williamstowne development at the Interstate 94/Highway 83 interchange. Although not indigenous to the region, the Williamsburg style has been used frequently and, at this point, forms a part of the architectural character of the Delafield area.

Another prevalent influence in both residential and commercial construction has been the Neocolonial style. The Neocolonial style is characterized by loose interpretations of traditional Colonial influences such as colonial detailing, colonnaded entry porches, pitched roofs with overhangs, etc. Many of the new single-family residences in Delafield show the Neocolonial influence. A prominent commercial example of the Neocolonial style is the Bank One building on Genesee Street.

- **Williamsburg Reproduction Influence**

- Red brick building material
- Gabled roofs
- Symmetrical facades
- Symmetrical rows of windows
- Paneled entry doors
- Decorative crown and side pilaster entry door frames

- **Neocolonial Influence**

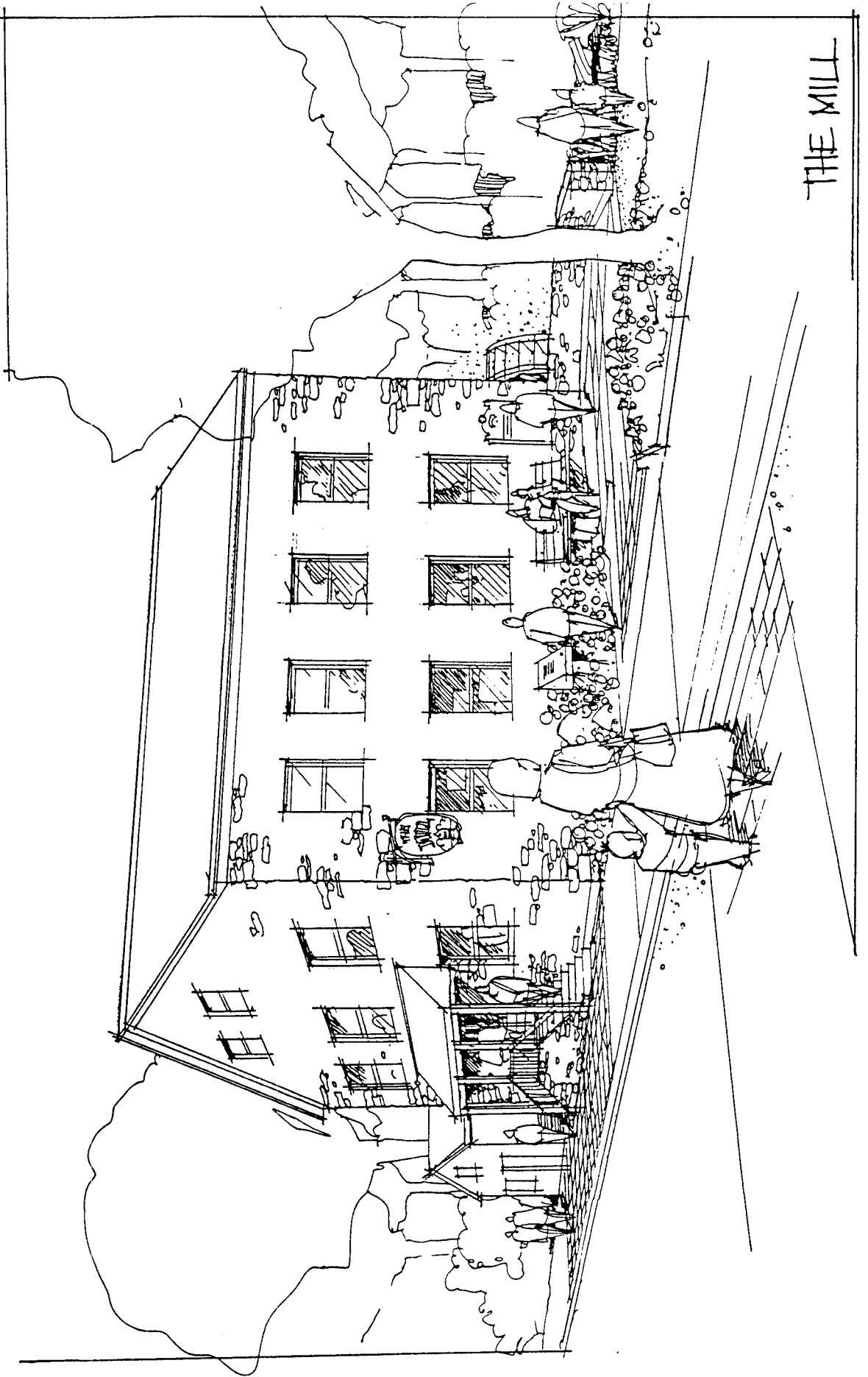
Gabled roofs

Colonnaded entries

Roof overhangs

Horizontal wood siding

THE MILL



Church



Blacksmith Shop



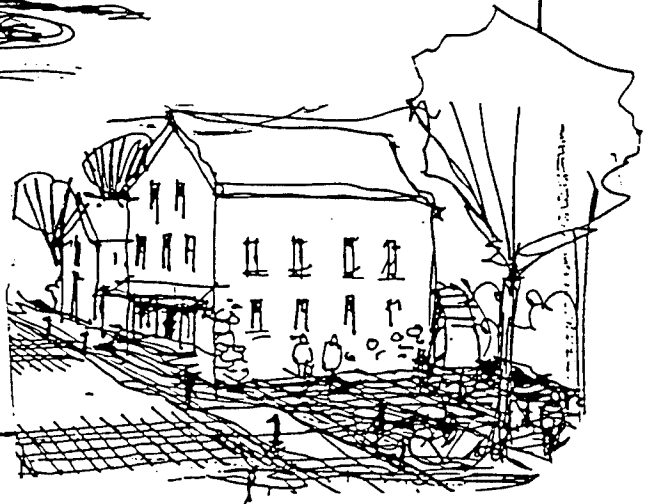
Hawk's Inn

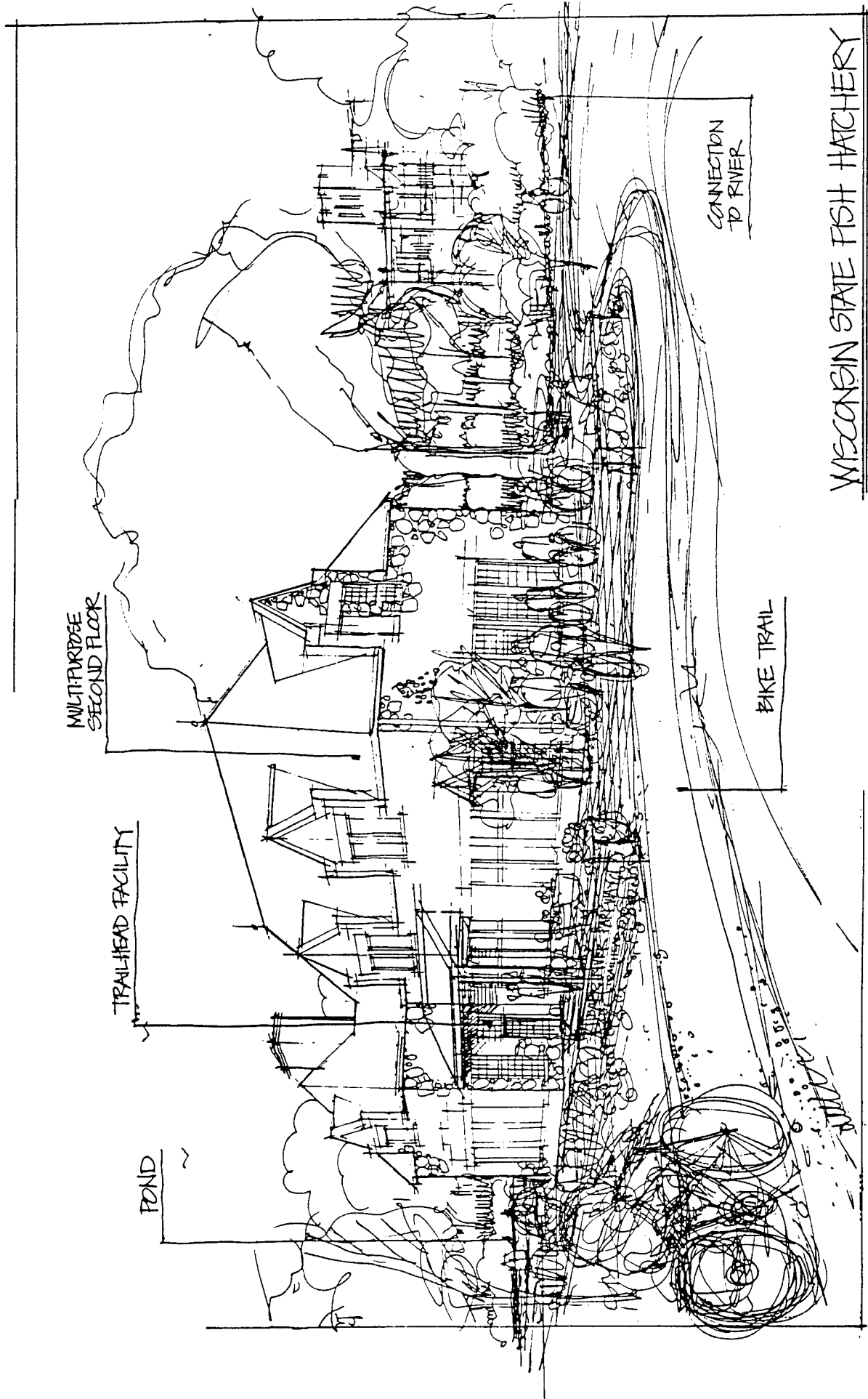


Fish Hatchery



The Mill





MULTIPURPOSE
SECOND FLOOR

TRAILHEAD FACILITY

POND

CONNECTION
TO RIVER

BIKE TRAIL

WISCONSIN STATE FISH HATCHERY

7. STREETScape IMPROVEMENT RECOMMENDATIONS

There are a variety of streetscape improvements that should occur within the public street right-of-way. They include undergrounding overhead utility lines, replacing the street lights, and introducing new planting islands.

Undergrounding Overhead Utility Lines

There are three areas in the Downtown where overhead utility lines are a significant disamenity. As part of the planning process, the Discovery consulting team has met with representatives from Wisconsin Electric Power Company (WEPCO) to investigate the cost and feasibility of undergrounding overhead lines. The map at the end of this section shows the locations of potential undergrounding projects.

All of the overhead lines on Genesee and Wells Streets could be buried, including the high power transmission lines. The generalized cost breakdown for the three potential undergrounding project areas are as follows:

North Genesee Street	\$75,000
Wells Street (Main Street to Lake Street)	\$105,000
South Genesee Street	\$75,000

Replace Street Lamps

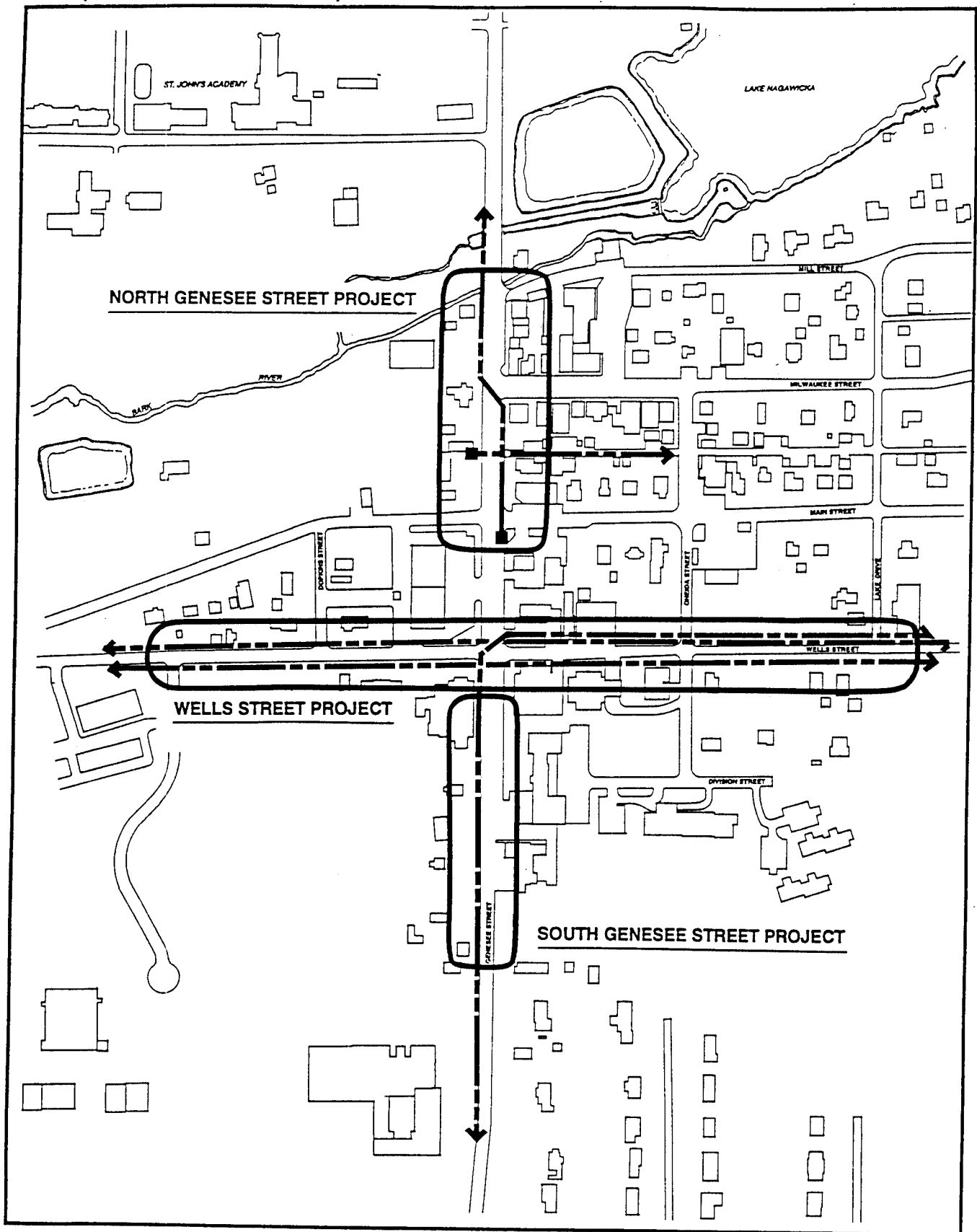
The street lamps installed as part of the streetscape project in the early 1980's are not sufficiently sturdy and have been damaged on numerous occasions. The average annual City repair cost has been \$5,000.

At the time that other street improvements are made on Genesee, Milwaukee, and Main Streets, the street lamps should be replaced with other more sturdy products. The design of the lamps should be changed to reflect the historic architectural theme that the City is encouraging in private development.

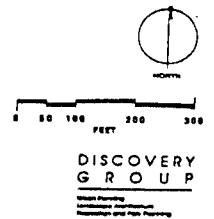
Landscaping and Landscape Islands

The parking recommendations for the Downtown include diagonal or 90 degree parking on Milwaukee, Oneida, and Wells Streets. This type of parking works most efficiently when landscape islands or "knuckles" are created to define the parking areas and direct moving traffic away from the parking lanes. The landscape islands also provide a place for plantings, seating and other streetscape amenities.

Landscape Islands should be installed on Milwaukee and Oneida Streets. On Milwaukee Street, the existing knuckles can be utilized and refurbished as part of the overall renovation of the streetscape.



UNDERGROUND UTILITY PROJECTS
CITY OF DELAFIELD, WISCONSIN
 PREPARED JULY, 1993



8. PARK IMPROVEMENT RECOMMENDATIONS

St. John's Park

St. John's Park, located on the north side of the pond on Lake Nagawicka, should be expanded by acquisition of the Stuhmer property. An easement and a private dock will need to be reserved to maintain access to the island.

As a Phase 1 improvement project, the enlarged St. John's Park should be designed as a "passive" park facility with an emphasis on aesthetic improvements and walk-in activities. Parking should be limited to a small surfaced parking lot for no more than eight vehicles.

The bulkhead along the pond should be stabilized to provide a tie-up location for boats. The boats should park parallel to the shore. Parallel tie-up boat parking is preferable to 90 degree slips and/or docks that would require additional maintenance and pose a potential navigational hazard in the narrow bay of the lake. No boat landings should be installed in this area, since there is insufficient land area for maneuvering and car/trailer parking. The ramp at the end of Bleeker Street provides an adequate landing in the Downtown area.

As a Phase 2 improvement, additional land should be acquired on the south side of the pond so that there would be public ownership entirely surrounding the pond. Looped walking trails should be installed around the pond. The trail system should link directly with the business district.

The Old Mill located on Mill Street is a significant historic feature that should be integrated into the park setting. If, at any time, the present owners would wish to sell the building, it should be acquired by the City as part of the park setting. The interior spaces could be leased for private use. Whether the building is privately or publicly owned, the building is a historic structure that should be utilized as an artisan gallery. Residences on the upper floors would not be incompatible with the recommended primary use as an artisan or crafts gallery.

Bark River Parkway

The Bark River Parkway should be improved as a conservancy park extending from Cushing Park on the west to St. John's Park on the east. The primary uses in the parkway should be "passive" with an emphasis on nature trails along the river. The planning for the Bark River Parkway should involve St. John's Military Academy, which owns the north side of the river. Officials at St. John's have expressed concern about potential problems of public access to St. John's. Issues relating to restricting public access would have to be resolved as part of the planning process.

Fish Hatchery Building

The Fish Hatchery Building is an architecturally outstanding structure that should be restored as a centerpiece to the Bark River Parkway. The building could function as a multi-use structure that could include:

- Community Meeting Rooms and Senior Activity Center
- Downtown Delafield Visitor Center/Chamber of Commerce
- Lake Country Trail Headquarters/Trailhead
- Ice Age Trail Headquarters/Trailhead
- Regional Interpretive/Education Center

The Fish Hatchery Building should be planned to operate in concert with Hawk's Inn, as part of a historic walk program. Ann Street, which formerly connected Main and Wells Streets, should be reopened to provide a direct linkage between Hawk's Inn and the Fish Hatchery.

The proposed parking lot east of the Fish Hatchery could serve both Downtown businesses and as events parking for activities at the Fish Hatchery and Bark River Parkway, most of which would occur on weekends or evenings.

West Entrance Park

A small park should be developed at the "Y" of Wells and Main Streets. The "vest-pocket" park should be primarily an entrance feature into the Downtown from the west. Improvements should consist of an entry sign with landscaping and seating.

A comparable "vest pocket" park could be developed at the east end of the Downtown Area where Main Street and Milwaukee Street separate.

9. ZONING RECOMMENDATIONS AND DESIGN GUIDELINES

Implementation of the proposed land use plan for the Downtown area will occur primarily through the process of rezoning as development applications are submitted to the City. The Downtown Plan, as a component of the City's Comprehensive Plan, requires the use of the Zoning Ordinance and other municipal codes as the primary implementation tools. The Plan Commission should use the Downtown Plan as a guide for future changes in both the Zoning Ordinance text and the Zoning Map.

Zoning Map Recommendations

No "proactive" downzonings or City initiated changes of the Zoning Map are recommended at this time. Rather, as new development applications are submitted, the Plan Commission and City Council should refer to the Downtown Plan as the guide for decision making. The maps at the end of this section show the existing zoning and the recommended long-range zoning. The rezonings as shown on the long-range map should occur in response to applicant submittals. It is not recommended that the City downzone or change the Zoning Map proactively at this time.

It is important to note that several sites are specifically recommended for development as Conditional Use - Planned Developments. These include:

- Lang Campus
- Southeast Quadrant of the Interstate 94/Highway C Interchange
- St. John's Riverfront Housing Site

Existing zoning and recommended long-range zoning are shown on maps at the end of this section.

Zoning Text Recommendations - Parking (Sections 17.50- 17.54)

The City should consider amending the Zoning Ordinance to remove the exemption from the parking requirement for development in the CBD-1 Zoning District. At the same time, the City should create provisions for a "fee-in-lieu-of-parking-stall" provision in the Downtown area that would enable developers to contribute a fee-in-lieu-of providing on-site parking stalls into a segregated Downtown parking fund. The parking fund would be used to acquire public parking spaces in the Downtown area. The amount of the fee should be based on the estimated cost of acquiring and improving public parking stalls.

Zoning Text Recommendations - Design Guidelines

The City is in the process of refining and upgrading the language of the Zoning Ordinance text to identify design districts and to require site and design reviews. These amendments to the Zoning Ordinance include adopting design guidelines as part of the Appearance Code. The design guidelines should be used by the Plan Commission to evaluate proposed developments in each of the design districts. It should be noted that design districts with development guidelines for both the Downtown area and the Interstate 94/Highway C interchange areas were recommended in the City of Delafield Comprehensive Plan that was adopted in 1991.

The proposed design guidelines separate the Downtown area into three subdistricts, each of which has distinct design characteristics and merit different design guidelines. The three subdistricts include the following:

- Historic Core Area
- Downtown - Nonhistoric Core Area
- Entrance Corridor (including the Interstate 94/Highway C interchange)

The subdistricts are shown on the map at the end of this section.

The proposed design guidelines are criteria that the Plan Commission should utilize in reviewing all rezoning and building permit applications for exterior modifications, exclusive of painting, in the Downtown area. The City should implement a process for issuing an Appearance Code Certificate of Compliance for projects within the Downtown Design District. A comparable administrative procedure should be adopted for other Design Districts created elsewhere in the City.

The following are preliminary recommendations for Downtown Design District Guidelines:

Historic Core Area Design Guidelines

Policy: New construction should be pedestrian-oriented rather than auto-oriented.

Guidelines: Provide storefront windows and display areas. Facades facing Milwaukee Street and Genesee Street should have at least 40 percent of the first floor in glass display area.

Prohibit new parking lots in front of business properties fronting on Milwaukee and Genesee Streets.

Provide a sidewalk in front of all commercial establishments.

New construction should not exceed 30 feet in height, except for purely ornamental spires on traditional style buildings.

Policy: Reflect existing architectural traditions.

Guidelines: The preferred architectural style for the Core Historic Area is Greek Revival or Colonial styles that are compatible with these traditional influences. New contemporary style buildings should be required to demonstrate compatibility with traditional influences by including such features as:

- a. Pitched roofs
- b. Ornamental spires or roof top ornamentation
- c. Use of horizontal wood siding or similar material
- d. Use of white or other colors traditionally associated with the Greek Revival and Colonial styles found in New England villages

Existing buildings designated as historic structures in the Downtown Delafield Plan should be preserved.

All buildings with occupied second stories should have window openings on the street facades displaying an organized rhythm of window openings.

New construction should maintain the existing overall size, height, scale, and orientation of other buildings on the same block.

Owners should be encouraged to maintain original materials or materials similar to those used originally on historic structures. If vinyl, aluminum or other similar modern siding materials are used on historic buildings, the style should be traditional 4" or 5" lap siding that is compatible with historic building styles in the Downtown. Concrete block, artificial stone and artificial brick veneers should be prohibited.

Policy: Commercial signs should be in character with historic flavor of the Historic Core Area and should contribute to the distinctive character of the district.

Note: All signs must comply with minimum requirements of the Delafield Zoning Ordinance Chapter 17.65 to 17.74. In addition to meeting the minimum Citywide standards expressed in the Zoning ordinance, signs in the Historic Core Area must also meet the following guidelines.

Guidelines: No backlit signs or awnings should be permitted in the Historic Core Area. If sign lighting is needed, the preferred lighting is either ground lighting or mounted arm lighting.

Preferred signage areas include traditional sign panels above storefront windows, signage painted or applied to windows, small unlit projecting signs, and signage placed on traditional canvas awnings.

Signage should be oriented to the pedestrian versus the automobile.

Large areas of inappropriate and cluttered signage not relating to pedestrians should not be permitted.

Maximum sign area for a freestanding ground sign or a projecting sign should be 8 square feet.

Maximum size for a flush wall mounted sign should be 12 square feet.

Downtown - Nonhistoric Core Area

Policy: Maintain architectural sensitivity toward the historic character of the core area and the individual historic buildings outside the historic core area.

Guidelines: Do not introduce architectural styles that are not found elsewhere in the Downtown area and do not reflect the existing architectural character of the Downtown.

Owners should be encouraged to use wood, natural stone, and masonry brick as the primary building materials. If vinyl, aluminum or other similar modern siding materials are used, the style should be traditional 4" or 5" lap siding that is compatible with historic building styles in the Downtown. Artificial stone and artificial brick veneers that are not compatible with historic building styles should be prohibited.

Structures should not exceed 35 feet in height except for traditional spires or other ornamentation typically found on traditional buildings.

New buildings and remodeling should incorporate pitched roofs reflective of the degree of pitch of traditional buildings in the Downtown area. Exceptions to this guideline should only be permitted where an architect or building designer can demonstrate that the proposed flat-roofed building would be compatible with traditional character of the Downtown.

Discourage the use of mansard roofs, which are not typical of traditional architecture in this region.

"Trademark Buildings" that do not reflect regional architectural traditions should be prohibited.

Policy: Prevent commercial signage from cluttering the appearance of the Downtown or conflicting with the historic character of the Historic Core Area.

Guidelines: Backlit signs should be discouraged. If backlit signs and awning are considered essential to identify specific businesses, the total area of backlit sign panels should not exceed 16 square feet per premises.

Maximum sign area for a freestanding ground sign or a projecting sign should be 12 square feet and the maximum height should be 16 feet.

Maximum size for a flush wall-mounted sign should be 12 square feet.

Policy: Parking lots should not form a dominant component of the streetscape.

The preferred form of parking in the Downtown area is the "parking courtyard" which places the parking areas on the interior or rear of blocks rather than along the street frontage.

Parking lots fronting on public streets or on residential zoned areas, should be screened from the streets and sidewalk or adjoining residential property either by walls or plantings or both. If walls are used, their material should be compatible with the walls of the existing adjacent buildings. Walls should be at least 24 inches high.

Downtown Entrance

Policy: Preserve the existing noncommercial character of the area between Interstate 94 and the beginning of the Downtown, which is approximately at the north boundary of Cushing School.

Guidelines: Preserve at least a 30-foot setback between the Genesee Street right-of-way and both primary and accessory buildings.

Prohibit front yard parking, except in driveways serving residential properties.

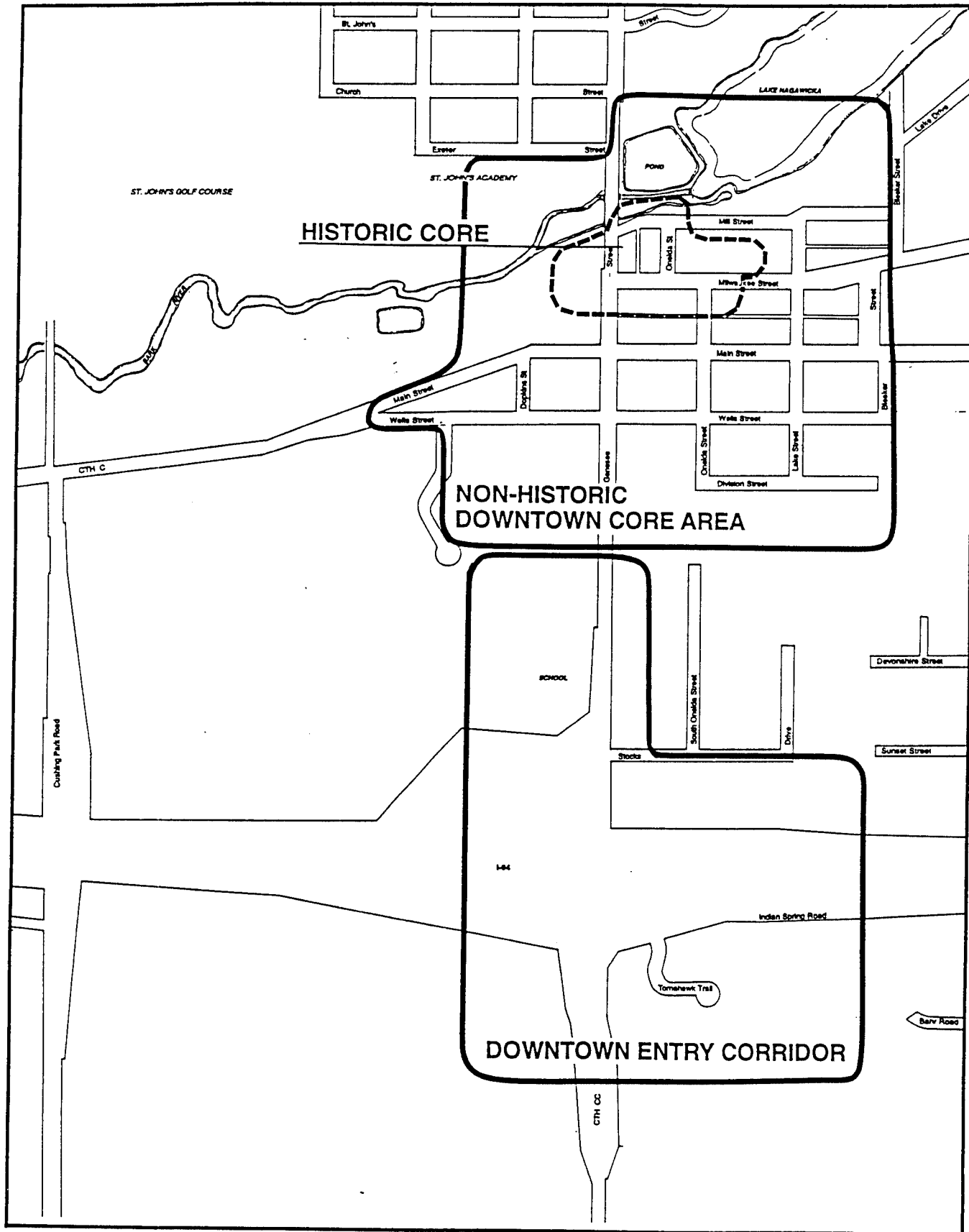
Prohibit the storage of recreational equipment or motor vehicles offered for sale in the front yard area of any property fronting on Genesee Street.

Prohibit off-site commercial signage.

Policy: Assure that any commercial development of the Interstate 94/Highway C interchange is compatible with the character of the Downtown and provides a suitable entrance into the Downtown area.

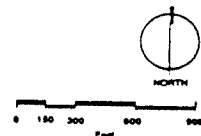
Note: The only privately-owned land fronting on the Interstate 94/Highway C interchange is the land owned by Bob Lang in the southeast quadrant. This land is currently zoned B-5 Office and Research District. Any uses of this quadrant would need to conform to the B-5 zoning requirements.

Guidelines: Any development fronting on Interstate 94 should conform to the same design criteria applied to the B-6 Commercial Holding Zone, as well as the proposed Design Guidelines for the Freeway Design District.

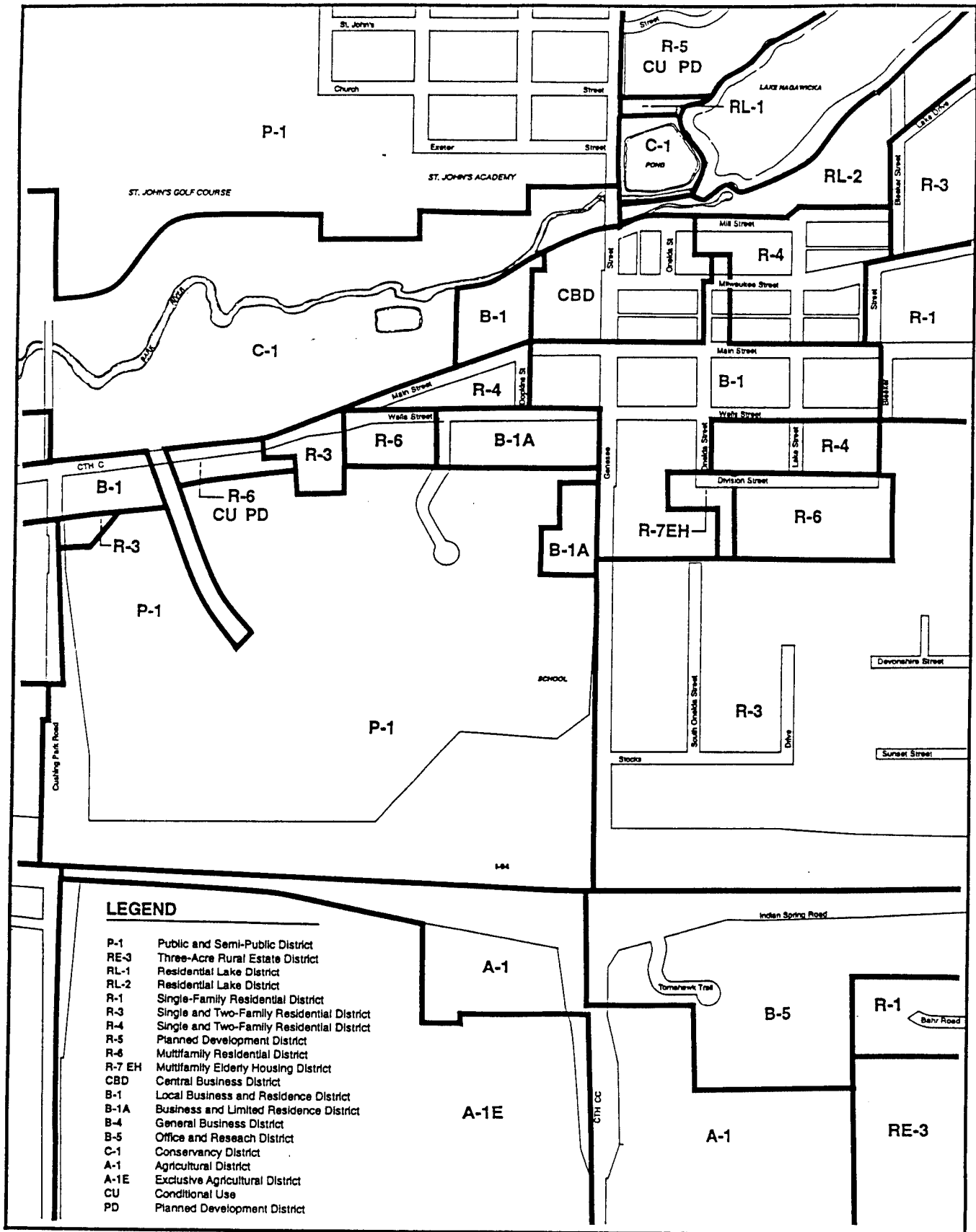


DOWNTOWN DESIGN DISTRICT CITY OF DELAFIELD, WISCONSIN

PREPARED JULY, 1993



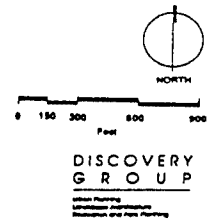
**DISCOVERY
GROUP**
Urban Planning
Architectural Architecture
Interior and Fine Artwork

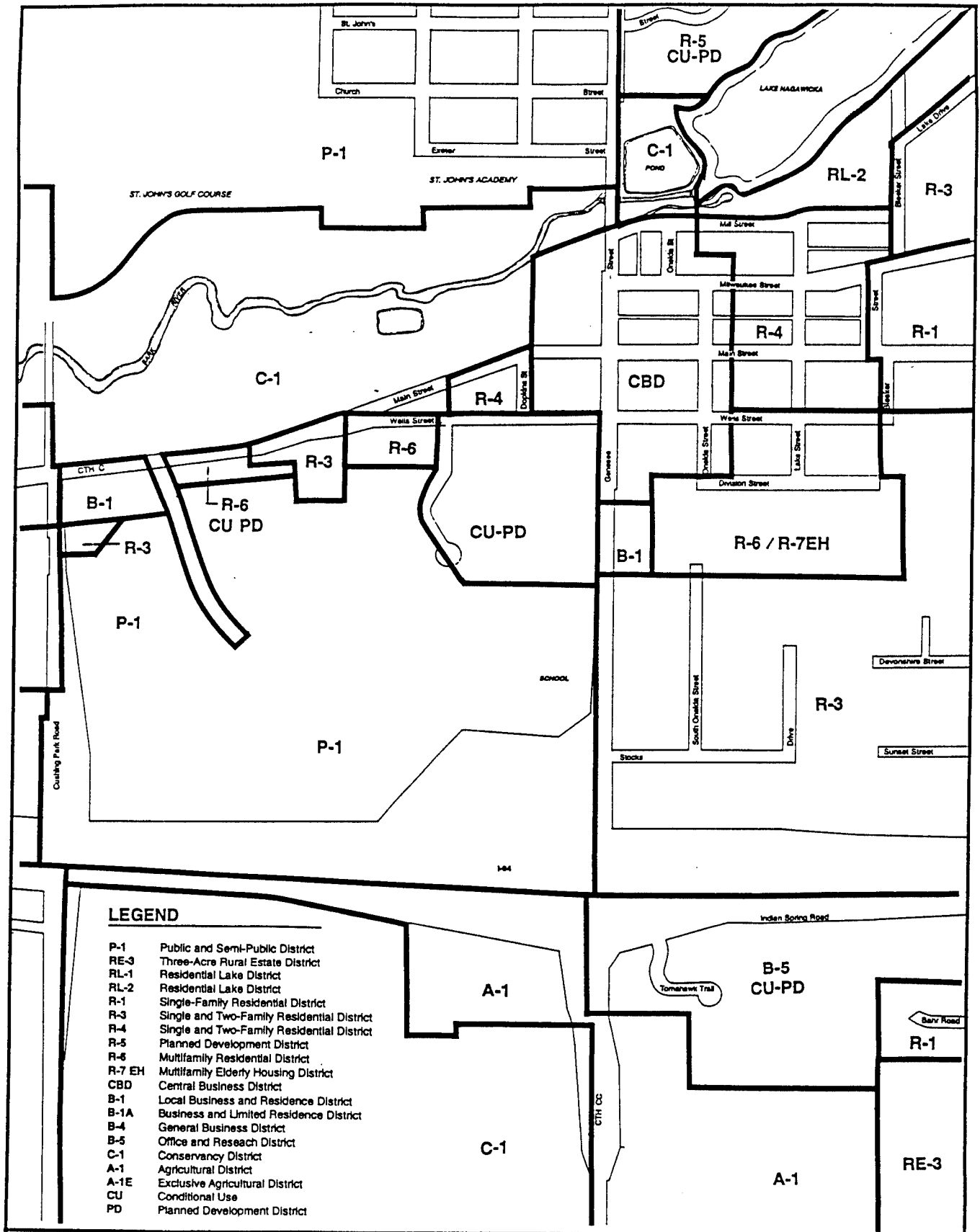


EXISTING ZONING

CITY OF DELAFIELD, WISCONSIN

PREPARED JULY, 1993

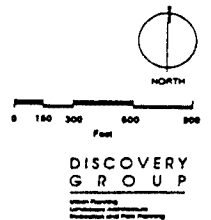




LONG RANGE ZONING

CITY OF DELAFIELD, WISCONSIN

PREPARED JULY, 1993



Extend Milwaukee Street and Dopkins Streets.

Implementing Agency: City of Delafield

Estimated Cost: Unknown

Develop a public parking lot east of the Fish Hatchery.

Implementing Agency: City of Delafield

Estimated Cost: \$150,000 - \$250,000

Stabilize the Fish Hatchery Building (*in progress*).

Implementing Agency: Fish Hatchery Center, Ltd.
Waukesha County
City of Delafield

Estimated Cost: \$75,000

Financing Sources: Community Development Block Grants Funds (CDBG)

Medium-Range Implementation Measures (3 to 5 Years)

Fully restore the Fish Hatchery

Implementing Agencies: Fish Hatchery Center, Ltd.
Wisconsin Department of Natural Resources
Waukesha County Parks
City of Delafield
Ice Age Trail Foundation

Estimated Cost: \$500,000 - \$1,000,000

Financing Sources: City of Delafield
WDNR Stewardship Funds
Multiagency contributions
Private fund raising

City Hall expansion.

Implementing Agency: City of Delafield
Estimated Cost: \$350,000 - \$450,000 (5,000 SF @ \$70.00 to \$90.00/SF)

Streetscape renewal and install diagonal or 90 degree parking on Downtown streets.

Implementing Agency: City of Delafield
Estimated Cost: \$200,000 to \$400,000

Acquire additional land on the south side of the St. John's Park pond and install Phase 2 improvements.

Implementing Agency: City of Delafield
Estimated Costs: Unknown
Funding Sources: WDNR Stewardship Funds
City of Delafield

Bury utility wires on Genesee and Wells Streets.

Implementing Agency: City of Delafield
Wisconsin Electric Power Company
Estimated Cost: \$250,000
Source of Funding: Special Assessments

Construct pedestrian trails along the Bark River Parkway.

Implementing Agency: City of Delafield
Ice Age Trail Foundation
Estimated Cost: \$50,000 - \$100,000
Source of Funding: WDNR Stewardship Funds
City of Delafield

Construct a new Senior Facility/Library

Implementing Agency: City of Delafield

Estimated Costs: Unknown

Long-Range Implementation Measures (Beyond 5 Years)

Reconstruct Main Street.

Implementing Agency: City of Delafield

Estimated Cost: Unknown

Construct Ann Street linking Hawk's Inn to the Fish Hatchery.

Implementing Agency: City of Delafield

Estimated Cost: Unknown

Construct West Entry Park at the "Y" formed by Wells and Main Streets.

Implementing Agency: City of Delafield

Estimated Cost: \$20,000 to \$40,000