

**Proposed text amendment to the Waukesha County Shoreland & Floodland Protection Ordinance  
Draft for April 17, 2014 Public Hearing**

**Create Section 4(g)(22)(E)- Urban Form Planned Unit Development**

**Urban Form P.U.D.:** An Urban Form PUD shall allow a mixture of commercial, office, residential, institutional or park and open space uses and may also allow for single use projects that contain certain specified urban design elements. Such projects are envisioned to accommodate compact, higher intensity development or redevelopment in settings where urban services are available and urban development is appropriate and will contribute to the vitality of the community. The Urban Form PUD shall require a heightened level of site design and individual buildings shall be arranged in a unified fashion so as to be complementary to each other and to be compatible with the surrounding neighborhood. Urban/high density residential development is encouraged (less than 6,000 square feet per dwelling unit) and can be authorized within this Conditional Use category.

This PUD option provides opportunity for design flexibility and sets forth basic requirements for urban form development projects in order to accommodate unique, integrated development projects. The availability of this design option recognizes that the community and County realize economic, aesthetic and quality of life benefits from projects with interesting design and higher intensity mixed uses or projects with urban form. Development projects or new neighborhoods with vertical scale architecture, mixed uses, pedestrian facilities and public gathering spaces create more dynamic places that are attractive for people to live, work and play within. Required urban amenities will benefit both the developer and the community while also allowing for orderly and efficient land use. For a project to be eligible for consideration and approval as an Urban Form PUD, the following project design elements shall be provided:

1. Urban Form PUDs will only be considered in existing central business district/downtown settings or in close proximity to major transportation facilities such as interstate highway interchanges, county trunk highways, major arterials or mass transit stops.
2. Eligible sites must be served by municipal sewer and municipal water.
3. Architecture, landscaping and building siting must be designed to create an attractive and cohesive environment that contributes positively to the existing setting. Landscape treatments shall be provided to enhance architectural features, improve appearance, screen parking areas and structures, provide shade and enhance the streetscape.
4. Urban scale architecture (minimum two story buildings or two story facades) is required. Maximum permissible building height and massing must be complimentary to the neighborhood and is subject to the approval of the County Zoning Agency.
5. Building designs shall utilize a variety of aesthetically compatible exterior building materials and building styles and articulations shall be varied. Long, monotonous façades or roof designs shall not be permitted. HVAC units and other rooftop mechanicals/utilities are required to be screened from view.
6. Meaningful communal gathering and green spaces provided in accessible settings must be an integral part of any proposed development.

7. Pedestrian facilities must connect buildings and uses within the proposed development and must connect the development to the surrounding neighborhood in order to provide safe and convenient access for patrons, residents, and pedestrians. Bicycle accommodations should be considered in the project design.
8. Proposed development projects must be complimentary to the surrounding neighborhood.
9. Buildings shall be predominantly oriented to streets with minimal street setbacks or maximum build-to lines to be specified by the County Zoning Agency.
10. Large surface parking lots shall be minimized with specific consideration given to avoidance of parking lots between buildings and the street edge. Structured, underground or on-street parking must be provided to the greatest extent practicable. Surface parking lots should be located to the side and rear of buildings as much as possible. Parking areas should be landscaped to incorporate planting islands large enough so they may also serve as storm water areas or snow storage areas.
11. Retail and mixed retail/office buildings shall provide large store front windows that provide visibility and transparency at the pedestrian level.
12. Urban/High Density residential development is permissible with the form and massing of buildings to be authorized by the County Zoning Agency. Any County-imposed minimum residential dwelling unit size restrictions shall be in accordance with SEWRPC's Regional Housing Plan for Southeastern Wisconsin: 2035 (or as amended in the future) recommendations for unit size affordability (i.e. 800 square feet or less for a two bedroom unit). Specified maximum building height, setbacks, build-to lines, offsets, and on-site parking requirements are to be established by the County Zoning Agency, which will determine available housing densities.
13. Internal streets must be designed to adequately serve the users of the proposed development and contain traffic calming measures (landscape bump outs, parallel or angle on-street parking, visually conspicuous crosswalks, narrow streets, etc.) while allowing for safe and efficient traffic circulation.
14. Developers of mixed use projects or structures with more than one tenant shall submit a comprehensive description of a uniform signage system so that individual business or tenant signs will be harmonious and compatible with the overall design of the structures and site. Individual tenant signage must be predominantly wall mounted.
15. Streets and pedestrian facilities shall contain appropriate streetscape amenities (street trees, street furniture such as benches, planters, trash receptacles, information kiosks, bike racks, bus shelters, appropriate scale lighting and way finding signage) and the County Zoning Agency shall set forth the required streetscape elements with consideration given to similar Town imposed requirements, if applicable. Terraces to separate pedestrians from vehicles shall be provided, where feasible. ADA complaint access and facilities shall be provided throughout the development. Sidewalks that will traverse predominantly retail or restaurant use areas shall be wide to accommodate space for passing pedestrians and certain designated sidewalks within retail areas should be widened to allow for sidewalk café dining or outdoor retail display while still providing for pedestrian passage.