

Design Guidelines Reiner Road Development

The intent of these guidelines is to create a planned business district with a mix of office, retail and service business uses that emphasize high quality progressive architectural design, pedestrian and bicycle connections and sustainable design practices. Individual lot designs should be coordinated as part of a comprehensive development pattern to present a unified design theme and character. The design of Reiner Road Development should comply with the zoning requirements of the City of Sun Prairie Zoning Ordinance. These design guidelines are intended to supplement zoning requirements.

The following goals support the development of parcels located in the proposed Reiner Road Development to achieve a coordinated and unified campus design theme and character.

1. Create a high quality business destination for the community
2. Provide development character that is consistent with other planned businesses areas in Sun Prairie such as west Prairie Village.
3. Provide environmentally friendly and “green” building design practices to the extent economically feasible.
4. Provide an efficient multi-modal transportation system.
5. Provide a pedestrian and bicycle-friendly environment and sense of place.
6. Provide an attractive frontage to US 151 and Reiner Road

Building Location

Proposed buildings on each lot should be located to respect views to other buildings on the Reiner Road campus from US 151, Reiner Road and O’Keefe Boulevard.

Building Design

The design of buildings in each lot should utilize high quality building materials and quality construction. A variety of building materials is encouraged. The recommended primary building materials, which should constitute the majority of the building’s exterior, may include architectural concrete, natural stone, masonry, glass or a combination of these materials.

Building of two or more stories are recommended. One story buildings should be at least 20 feet in height at the highest point to give the impression of a two story building.

Provide design variations for large building (massing, height, materials and color) to promote human scale and visual interest. Avoid large expanses of blank walls.

Building designs should present a progressive architectural image for the Reiner Road Development while complementing the natural character of the site. Building design should express the buildings function in a simple direct and distinctive manner.

The building entrance should be the focal point of the building design.

Attractive designs should be provided for all sides of the building.

“Green building” design is encouraged to the extent economically feasible.

Roof top mechanical equipment should be screened from views within the campus and from US 151 and Reiner Road.

Avoid “franchise” design. Franchises uses should incorporate design features that complement the architectural character of the campus.

Building and site should be organized with a well-designed pattern of streets, open spaces and pedestrian-friendly character.

Provide adequate bicycle parking facilities.

Create a walkable campus by connecting building entrances on each lot to the public street and trail system.

Landscaping and Open Space

A natural landscape theme should be a unifying design element for the Reiner Road Development. The landscape design for each lot should emphasize a natural, informal design approach incorporating the use of native trees, shrubs, grasses, wildflowers and natural materials such as lannon stone.

The overall intent of the landscape design for each lot is to provide an organized planting scheme adjacent to the building envelope with transition to a more naturalized and informal planting scheme for the perimeter of the site.

Landscape designs on each lot should be coordinated to create a unified design character along the public streets and common lot lines. Each lot should incorporate a landscaped outdoor space for employee use.

Preserve the natural topography of the site. Provide smooth grading transitions between lots and streets. Avoid retaining walls, wherever possible.

A minimum of one landscaped island should be provided for every 20 parking stalls. Islands should be located in a manner that creates internal pedestrian connections from parking lots to building entrances.

Stormwater Management

The use of bioswales, biofiltration basins, green roofs, porous pavements, oil and grease filters, etc. to maximize water quality and infiltration for each lot is encouraged.

Integrate stormwater infiltration along common lot lines.

Lighting

Provide a coordinated lighting plan for each lot, including drives, parking lots, landscaped areas, buildings and signage. Select fixtures that complement the building design for each lot and the overall campus design for the Reiner Road Development.

Architectural lighting is encouraged to accent architectural design features and promote night time identity and character.

Provide cutoff style fixtures to minimize light spill.

Metal halide (white) lighting is recommended.

Signage

Signage design should incorporate high quality materials and complement the building design and overall campus design for the Reiner Road Development.

Low, ground mounted landscape monument signs should be provided at the entrances to each lot from the public street.

Building signs and logos should be tastefully designed with individual, surface mounted, back-lit letters. Building signs should not extend above the ceiling line of the top floor or the top of the parapet wall.

Public Street Design

The design of the public street system is critical in establishing a unified campus design theme and identity for the Reiner Road Development. The street design should include a landscape median, decorative lighting fixtures and street trees. Sidewalks and on-street bicycle lane should be provided to accommodate. Pedestrian and bicycle access to all use areas and the community-wide trail systems.