

# ***SUBURBAN INDUSTRIAL (SI) ZONING***

## ***Illustrated Design Standards***

City of Sun Prairie

Pursuant to Section 17.36.230  
City of Sun Prairie Municipal Code

<p>A. The purpose of these standards is to guide the appearance of development (i.e., new construction, building additions and site alterations) occurring within the Suburban Industrial (SI) zoning district, so that areas zoned for Suburban Industrial use, including the Sun Prairie Business Park, have a consistently high quality and character.</p>	<b>Purpose</b>
<p>B. The following design standards shall be met for any of the following activities that occur on properties located within the Suburban Industrial (SI) zoning district:</p> <ol style="list-style-type: none"><li>1. New development,</li><li>2. Redevelopment,</li><li>3. Expansions or alterations of buildings greater than 2,500 SF, or</li><li>4. Expansion or reconfiguration of loading or parking areas</li></ol> <p>Compliance with these standards is required in addition to the general performance standards of <a href="#">Chapter 17.36</a> of the zoning ordinance. In the event of conflicting provisions, the more restrictive shall control.</p>	<b>Applicability</b>
<p>C. Applicants who cannot meet one or more of the standards due to space constraints or other conditions, or proposed to meet the intent of a standard by other means, may seek relief through the approval of a conditional use permit. A conditional use permit may be approved provided that the city determines that the following standards are met:</p> <ol style="list-style-type: none"><li>1. The requested use is compatible with existing or planned surrounding land uses;</li><li>2. Exceptions or reductions from landscape bufferyard and screening standards are kept to a minimum;</li><li>3. The public benefit resulting from flexibility in design standards are justified; and</li><li>4. The standards for all conditional use permits contained in <a href="#">Section 17.44.050</a> are met.</li></ol>	<b>Request for Relief</b>

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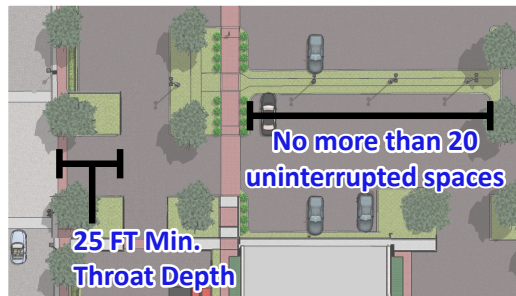
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# SUBURBAN INDUSTRIAL ZONING: Site Design Standards

**D. SITE DESIGN STANDARDS.** It is the intent of this section to ensure safe vehicle and pedestrian circulation patterns, to encourage an aesthetically pleasing, high quality setting, and to mitigate visual and environmental impacts associated with on-site activities, such as parking and storage.

- a. Concrete curb shall be required in all parking, circulation drives, islands, between principal building and street frontage, except in cases of breaks for pedestrian walkways, bicycle paths or stormwater runoff per an approved stormwater management plan.
- b. All sites shall provide safe pedestrian or bicycle connections to the public right-of-way. Sidewalks shall be a minimum of 5 feet wide, or 10 feet for multi-use paths.
- c. The minimum throat length of access drives shall be 25-feet, unless a greater length required by [Section 17.36.040\(J\)](#).
- d. Landscape islands shall be provided within parking areas at a rate of not less than one (1) island per each linear row of twenty (20) spaces. All tree islands shall be a minimum of eight (8) feet wide, measured from inside the curb.
- e. Parking areas shall not extend into required setbacks or bufferyard areas.

*Breaks in the curbing is allowed for sidewalks/pathways (left image) and/or for approved stormwater management purposes (right).*



*The landscape island shown above is at least eight feet from back of curb, which meets subsection (d).*

**Internal Circulation & Parking**

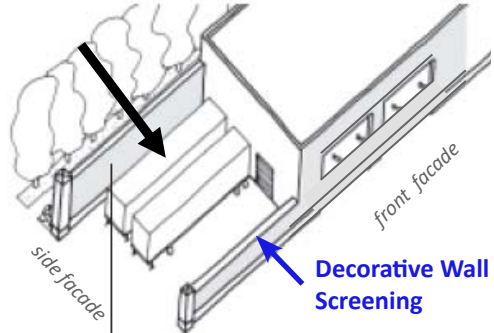
(See [Section 17.36.040](#) for additional requirements)

## Loading, Storage, & Service Areas

(See Sections [17.36.050](#), [17.36.060](#) and [17.16.110](#) for additional requirements)

- a. Loading dock(s) shall not face or be highly visible from a public street or residentially-zoned property. Where this requirement is infeasible due to situations such as multiple street frontages or limited lot size, the loading dock(s) shall be sited and/or screened (per [Section 17.36.230\(F\)](#)) to mitigate undesirable views, noise and light associated with the loading dock and its use.
- b. Below-grade doors providing access to underground parking are allowed on any facade.
- c. At-grade garage doors designed for vehicular entry to the building, excluding those identified in (b) of this section, shall not face the primary street frontage.
- d. At-grade garage doors, excluding those identified in (b) of this section, along the side of a building visible from a public street shall meet at least two of the following criteria:
  - i. Overhead door panels shall be 100% clear glass.
  - ii. Pavement providing access to the garage door shall not exceed thirty (30) feet in length from the door, excluding a drive aisle.
  - iii. Views of this pavement area and the garage door(s) shall be partially obscured from the street with screening and/or landscaping at least three feet in height, consistent with the standards of [Section 17.36.230\(F\)](#).
- e. Dumpsters, trash and recycling containers, street-level mechanical equipment (e.g, gas meters, air conditioners, etc.), and any permitted outdoor storage shall be located or screened, per [Section 17.36.230\(F\)](#), so that they are substantially hidden from view from any adjacent public street, highway corridor, and/or residentially zoned property. This provision does not apply to solar panels or fixtures, which are encouraged.

*Loading dock is in the sideyard and is partially screened by the decorative wall, meeting subsection (a).*



*At-grade overhead doors visible from a public street shall meet at least two of the three design criteria illustrated below.*



*This building has overhead doors with 100% clear glass panels (i.), and minimal access paving to doors outside of the drive aisle (ii.)*



*The screening in the front yard obscures the view of the overhead door (iii.)*



*The coated chain link fence and landscaping help screen the mechanical equipment.*

# SUBURBAN INDUSTRIAL ZONING: Site Design Standards

## Utilities

3

- a. Utility appurtenances, such as transformers, telecommunications devices, equipment switching boxes and other utility cabinets, shall be located and oriented to allow visual screening from public rights of way, neighboring parcels and pedestrian walkways on the same parcel, while allowing maintenance access. This provision does not apply to solar panels or fixtures, which are encouraged.



Utility cabinet is screened on three sides by shrubs

- a. Roof signs, interchange signs, pole/pylon signs, and projecting signs are prohibited.



**Pole/Pylon Sign**  
**(prohibited)**



**Projecting Sign**  
**(prohibited)**



**Interchange Sign\***  
**(prohibited)**



**Roof Sign (prohibited)**

\* Per [Section 17.40.020\(27\)](#), "Interchange sign" means a freestanding sign located in an interchange sign district, whose height may exceed eight (8) feet if a pylon sign or fourteen (14) feet if a ground or covered pole sign.



**Monument Sign**  
**(allowed)**



**Wall Sign**  
**(allowed)**

## Signs & Graphics

(See [Section 17.40](#) for additional requirements)

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# SUBURBAN INDUSTRIAL ZONING: Site Design Standards

**E. BUILDING DESIGN STANDARDS.** It is the intent of this section to promote quality design and material selections while allowing for flexibility to avoid rigid uniformity of design.

- a. All buildings on a property, including accessory buildings, shall utilize a consistent design style, materials and color palette.
- b. Any facade greater than one hundred (100) feet in length, measured horizontally, shall incorporate at least two (2) of the following techniques.
  - i. Wall plane projections or recesses having a depth of at least one (1) foot and extending at least twenty percent (20) percent of the length of the facade.
  - ii. Height variations, with a minimum of twenty (20) percent of the facade differ in height from the rest of the facade by at least four (4) feet, measured eave to eave or parapet to parapet.
  - iii. Variation in building material and/or color.
  - iv. The establishment of repeating patterns of building articulation along the full length of the facade.
  - v. Landscaping at intervals along the facade that incorporates conifer trees of at least six feet in height at time of installation.

*The examples below each employ multiple techniques to add design character to buildings more than 100 feet in length (b).*



**Wall projections and repeating patterns along the entire facade.**



**Wall projections/recessions, height variations and repeating patterns along the entire facade.**



**Wall recesses, height variations, material changes and repeating patterns along the entire facade.**

- a. Buildings shall have clearly defined, highly visible customer entrances featuring architectural elements, such as canopies or porticos, overhangs, arcades, raised parapets, arches or roof forms.



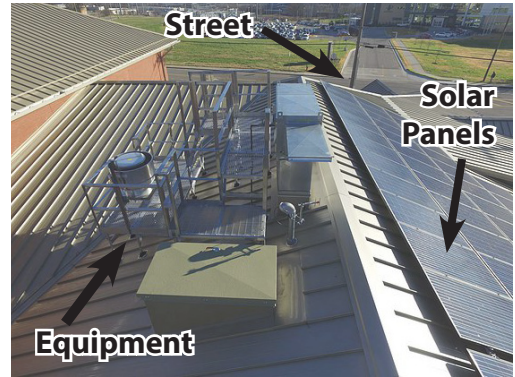
**The building entry is clearly defined with an expansive glass wall, bold red accent overhang, and placement of wall sign.**

**1 Design Form, Massing & Articulation**

**2 Entrances**

- a. Rooftop mechanical equipment, including powered vents, but not including solar panels or fixtures, shall be substantially hidden from view from any adjacent public street, highway corridor, and/or residentially zoned property using one of the following techniques:
  - i. On pitched roofs equipment shall be located on the least visible side of the roof.
  - ii. On flat roofs there shall be a parapet wall to hide equipment. Installation of equipment that extends higher than the parapet will be allowed if that equipment is set back from the wall a sufficient distance so as not to be visible from any adjacent public street.
  - iii. Where equipment cannot be hidden through siting and building design, the equipment shall be screened with a solid fence or panel that matches the color of the nearest wall (when on a flat roof) or the color of the roof (when on a pitched roof). Such screening should generally be several times wider than the equipment, but no taller than the equipment, to avoid the effect of creating simply a larger vertical protrusion. The screening system shall be considered as part of overall building design and review.
- b. If still partially visible from adjacent public street, rooftop mechanical equipment and venting systems (including passive vents) shall match the color of the roof or corresponding facade (whichever is visible with the equipment).

*The below examples illustrate techniques to reduce visibility of rooftop equipment from public view (excluding solar panels or fixtures).*



*(i.) The rooftop equipment is placed on the least visible side of the pitched roof.*



*(ii.) The parapet wall and its location on the roof help hide the condensing unit from street.*

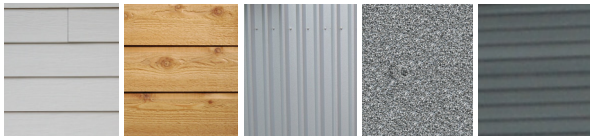


*(iii.) As shown above, the screening covers multiple pieces of equipment. This is preferred over individually screening equipment, as shown below.*



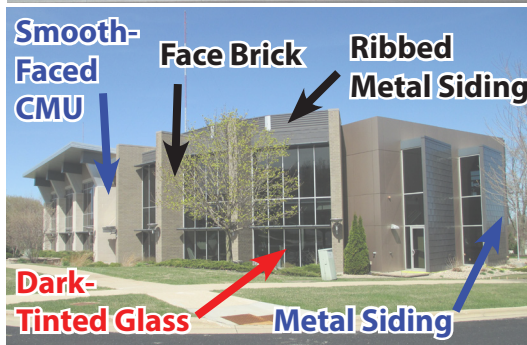
# SUBURBAN INDUSTRIAL ZONING: Building Design Standards

- a. The following exterior cladding materials are permitted: face brick, precast/poured concrete panels, concrete masonry units (CMUs), cut stone, metal wall panel and siding systems, EIFS, stucco, and clear or lightly tinted glass.
- b. For any facade facing the public street, the following exterior cladding materials shall not cover more than forty (40) percent of said facade, either individually or in aggregate of: smooth-faced concrete masonry units (CMUs), and metal wall and siding panel systems.
- c. The following exterior cladding materials are prohibited: vinyl, wood, corrugated metal, gravel aggregate or horizontal seam metal siding. *(Examples, in order, shown below)*



- d. Building materials susceptible to damage by vehicles or maintenance equipment, including metal siding/panels and EIFS, are prohibited on the lower three (3) feet above grade adjacent to a paved and/or lawn area.
- e. Exterior cladding finishes and colors are subject to the following requirements:
  - i. All materials and finishes shall be low reflectance.
  - ii. Colors shall be subtle, neutral and/or earth tone on 90% of each facade.
  - iii. Brighter colors, including primary colors, may be used as an accent, covering no more than 10% of any building facade.
  - iv. High intensity, metallic or fluorescent finishes are prohibited.
  - v. The use of corporate colors on exterior cladding is permitted, within the preceding limitations.

The examples below illustrate varying exterior building materials. Those listed in **BLACK** are permitted, **BLUE** are restricted by subsection (b), and **RED** are prohibited by subsection (c).



The bright orange color is allowed as shown on the left facade, but exceeds 10% on the right facade which is **prohibited**.

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# SUBURBAN INDUSTRIAL ZONING: Landscape Design Standards

**F. LANDSCAPE DESIGN STANDARDS.** It is the intent of this section to encourage high quality of environmental sensitivity and landscape design. The standards below are required in addition to the City's Landscaping and Bufferyard regulations ([Section 17.32](#)) and Fencing Standards ([Section 17.36.200](#)).

- a. All areas not covered by structures or impervious surface shall be planted and/or preserved with permanent vegetation to include turf, ground covers, shrubs, trees and associated mulch or decorative stone.
- b. All required parking islands shall include a canopy tree not less than two (2) inch caliper.
- c. Landscape islands and medians shall be a minimum of eight (8) with a tree or four (4) feet wide with no tree, measured from inside the curb.
- d. Use of native plantings is encouraged.



*In the above image, the mulched area no longer has adequate mulch to comply with this ordinance.*



*These images illustrate well-maintained landscaped areas.*



**Landscaping**

(See Sections [17.32](#) and [17.36.200](#) for additional requirements)

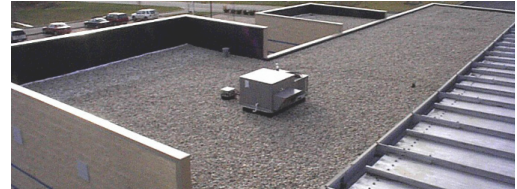
## Screening & Fencing

(See Sections [17.36.200](#) for additional requirements)

2

- a. All screening, if required by [Section 17.36.230\(D\)](#), shall use one of the techniques described below. Alternative screening methods can be proposed and may be considered in lieu of the techniques listed below. On pitched roofs equipment shall be located on the least visible side of the roof.
  - i. Architectural design of the building, such as a parapet, wall reveal, or decorative wall extension.
  - ii. Decorative solid fencing, of sufficient height, including wood, vinyl, or metal.
  - iii. Coated chain link fencing in either dark green or black, in combination with evergreen landscaping
  - iv. Decorative wall (excludes smooth-faced CMU) of sufficient height
  - v. Evergreen vegetation, at least three (3) feet tall when planted with a mature height greater than six (6) feet, and planted in accordance with the spacing recommendation for the species selected, such that the specimens will grow together to form a solid screen at maturity,
  - vi. Earth berm with supplemental landscaping, minimum of three (3) feet at mature height, or
  - vii. Combination of the above techniques
- b. Fencing and decorative walls shall complement the style and color of the primary building.
- c. Fencing and decorative walls greater than one hundred (100) feet in length along a street frontage shall incorporate supplemental landscaping along the street side of the screening element.

The screening techniques shown below meet subsection (a).



(i.) Parapet Wall



Decorative

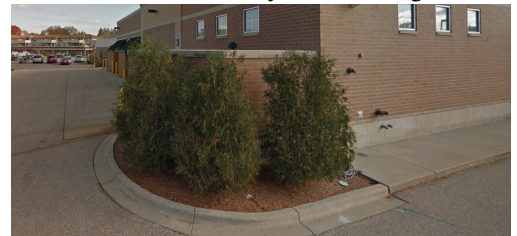


Non-Decorative

(ii.) Solid Decorative Fence (left is allowable, while the right image is prohibited)



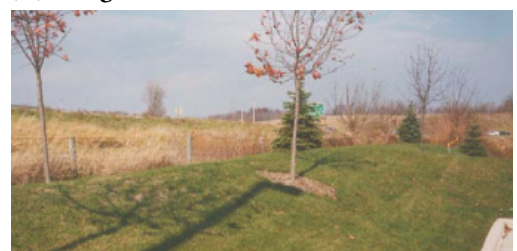
(iii.) Coated chain link fence w/ evergreens



(iv.) Decorative Wall



(v.) Evergreen Trees



(vi.) Earth berm w/ supplemental landscaping

3

## Maintenance

All required landscaping and screening/fencing shall be continuously maintained and replaced as necessary over time.

# SUBURBAN INDUSTRIAL ZONING: Non-Residential Standards

Development on lots designated as suburban industrial (SI) shall also comply with the standards shown below.

**Rationale:** The maximum permitted height restrictions established are based upon the firefighting equipment available to the fire department as of the effective date of this title, the existing and planned character of neighborhoods within each zoning district, and the compatibility of a proposed use with existing similar uses within the city. Consideration to exceed the maximum building height limit may be made and approved through a conditional use permit if the following standards can be met:

- A. The structure is equipped with internal firefighting mechanisms approved by the fire department or the fire department has firefighting equipment available to them to effectively fight a fire in the structure of the proposed height.
- B. The proposed maximum building height does not exceed the maximum structure height allowed for that area of the city regulated by the "Height Limitation Zoning Map, Dane County Regional Airport, Madison, Wisconsin."
- C. The proposed maximum building height is found to be compatible with existing and planned land uses adjacent to the subject site.

**Table 17.24.040, Standards for Non-Residential Bulk**

Development Option (or Maximum No. of Floors)	Min. Lot Width (feet)	Minimum Setbacks					Minimum Building Separation (feet)	Maximum Building Height (feet)	
		Front or Street (feet)	Side From		Rear From				
			Res (feet)	Nonres (feet)	Res (feet)	Nonres (feet)			
1	150	25	30	20	30	20	5*	30	40
2	150	25	35	20	35	20	5*	35	40
3	150	25	40	20	40	20	5*	40	40
4	150	25	45	20	45	20	5*	45	40

\* Refer to [Section 17.32.050](#) regarding minimum paved area setbacks to accommodate required street frontage landscaping.

**Bulk Standards**

Section 17.24.040

**Maximum Floor Area Ratio** is the maximum permitted ratio calculated by dividing the total gross floor area of all buildings on the site by the gross site area (GSA). "Gross floor area" is defined in [Section 17.08.040](#).

**Minimum Building Size** is the maximum total gross floor area which a building is permitted to contain. "Gross floor area" is defined in [Section 17.08.040](#).

**Maximum Number of Floors** is the maximum number of full floors a building is permitted to contain. "Full floors" is defined in [Section 17.08.040](#).

**Minimum Landscape Surface Area Ratio** is the minimum permitted percentage of the gross site area (GSA) which must be preserved as permanently protected landscaped area. LSR is calculated by dividing the total landscaped area of a site by the gross site area (GSA). GSA is calculated in [Section 17.20.030\(C\)\(1\)](#). "Landscaped area" is defined in [Section 17.08.040](#).

**Table 17.20.050, Standards for Non-Residential Intensity**

Maximum Number of Floors (#F)	Minimum Landscape Surface Ratio (LSR)	Maximum Floor Area Ratio (FAR)	Minimum Lot Area (sq. ft.) (MLA)	Maximum Building Size (sq. ft.) (MBS)
1	25%	0.7	1 acre*	(na)
2	30%	0.75	2 acres	(na)
3	33%	0.8	3 acres	(na)
4	35%	0.85	4 acres	(na)

\* Reduction in lot area from one acre to thirty thousand (30,000) square feet is permitted as a conditional use per [Section 17.44.050](#), with site plan for end use of the property demonstrating full compliance with all of the requirements of the city code.

**Intensity Standards**

Section 17.20.50

