

14.60. Development and design standards in certain districts.

1. *Introduction.* This ordinance is designed to provide for the future growth and development of those multifamily residences, businesses, and industries that seek an aesthetically attractive working environment. The intent and purpose of this ordinance is to promote and maintain desirable economic development within the R-3 Residence District, R-4 General Residence Office District, Central Business District, General Business District, Motor Vehicle Dependent District, Highway 41 Corridor: Districts A & B, Industrial Park District, Limited Industrial District, General Industrial District, Corporate-Executive Office District, Industrial Business-1 District, and Industrial Business-2 District that is practical, feasible, and an asset to owners, neighbors, and the City of De Pere while maintaining an attractive environment.
2. *Objectives.* The purpose of this ordinance is to establish rules, regulations, standards, and procedures for approval of all new development proposals and the expansion of existing businesses and industries in order to:
 - a. Provide for safe, efficient vehicular and pedestrian circulation.
 - b. Provide for screening, landscaping, signage, and lighting.
 - c. Ensure efficient, safe, and attractive land development.
 - d. Provide for compliance with appropriate design standards to ensure adequate light and air, proper building arrangements, and minimal adverse effect on adjacent properties.
 - e. Develop proper safeguards to minimize the impact on the environment.
 - f. Ensure the provision of adequate water supply, drainage, and storm water management, sanitary facilities, and other utilities and surveys.
 - g. Encourage modern and innovative design, construction, technology, and planning methods.
 - h. Advance and promote sound growth and continued development within the City.
3. *Land use/zoning.* This ordinance applies to the following:

R-3, Multiple Family Residence District; R-4, General Residence Office District; B-1, Central Business District; B-2, General Business District; B-3, Motor Vehicle Dependent Business District; Highway 41 Business Corridor: District A; Highway 41 Business Corridor: District B; I-1, Industrial Park District; I-2, Limited Industrial District; I-3, General Industrial District; C-EO, Corporate-Executive Office District; I-B-1, Industrial Business 1 District; and I-B-2, Industrial Business 2 District.

4. *Standard requirements.* The interpretation and application of the provisions of these standards shall be held as minimum requirements for the promotion of the public health, safety, and welfare.

- a. No structure shall be erected, converted, enlarged, reconstructed or altered, and no structure or land shall be used for any purpose nor in any manner which is not in conformity with the provisions of this ordinance.
- b. Where permitted and prohibited uses, site and landscape regulations, building design criteria, off-street parking and loading requirements, and other regulations contained herein are either more or less restrictive than comparable conditions imposed by provisions contained in the City of De Pere Zoning Ordinance or of any other law, ordinance, rule, resolution or regulations, the requirements that are more restrictive or which impose a higher standard shall govern.

5. *Administration.* The administration of this ordinance shall be vested in the following: Director of Planning/Economic Development, City Building Inspector, the City departments identified in Section (b), below, and the City Plan Commission.

- a. It shall be the duty of the Director of Planning/Economic Development to be in charge of the day-to-day administration and interpretation of the Development and Design Standards. Enforcement of these standards is charged to the De Pere Building Inspector in accordance with Chapter [Section] 62.23(7), Wisconsin Statutes [Wis. Stats. § 62.23(7)].
- b. All proposed site plans shall be forwarded to the following City departments: Administrator, Building Inspection, Fire, and Public Works. These departments shall review each plan and make recommendations to approve, approve with conditions, or reject said plan to the City of De Pere Plan Commission. These departments shall be responsive to applicants and their possible time constraints and shall expedite the review process to the extent possible.
- c. From time to time the design criteria may be amended, changed or deleted. Such action shall take place originating before the Plan Commission in accordance with Chapter [Section] 62.23(7), Wisconsin Statutes [Wis. Stats. § 62.23(7)].
- d. Appeals. Unless otherwise provided herein, appeals to the requirements contained in these standards shall be heard by the Plan Commission.

6. *General building and performance standards.*

- a. *Purpose.* The purpose of this section is to establish general development performance standards. These standards are intended and designed to assure compatibility of uses; to prevent urban blight, deterioration, and decay; and to enhance the health, safety, and general welfare of the residents of the community.
- b. *Building.* The City of De Pere's overall approach encourages a variety of architectural styles. However, basic harmony is intended to prevail so that no one structure detracts from the attractiveness of the overall environment. The Plan Commission shall review building design in order to ensure architectural compatibility and integrity.
- c. *Building exterior.* C-EO, Corporate-Executive Office District; I-B-1, Industrial Business 1; I-B-2, Industrial Business 2; I-1, Industrial Park; I-2, Limited Industrial; I-3, General Industrial Districts; and Highway 41 Corridor; Districts A and B. Colors, materials, finishes, and building form shall be coordinated in a consistent manner on the front, side, and rear exterior walls. Materials shall be one of the following:
 1. Hard burned clay brick color and texture to be approved.
 2. Concrete masonry. Units shall be those generally described by the National Concrete Masonry Association as "customized architectural concrete masonry units" or shall be broken faced brick type units with marble aggregate or split face or broke off concrete block. There shall be no exposed concrete block on the exterior of any building. Any concrete masonry units that have a gray cement color shall be coated.
 3. Concrete may be poured in place, tilt-up or pre-cast. Poured in place and tilt-up walls shall have a finish of stone, a texture or a coating. Textured finishes, except in special cases, shall be coated. Pre-cast units which are not uniform in color shall be coated. Coating shall be an approved cementitious or epoxy type with a ten (10) year minimum life expectancy.
 4. Natural stone.
 5. Glass curtain walls.
 6. Metal siding may be used only in combination with one of the approved materials and with approval of the Plan Commission. Metal siding may be utilized only on the side and rear building walls that do not face an adjacent street. The first 25 feet of any building side wall or 25 percent of the side wall surface, whichever is greater, and 25 percent of the

rear wall (excluding door, window or other openings, shall be constructed of the materials listed under (1) through (5), above. Any metal siding proposed for use shall be entirely coated with a colorfast, abrasion and corrosion resistant, long life (minimum of 20 years) finish that is resistant to chemicals, withstands temperature extremes, and has a low permeability. Such panels shall be insulated (facing shall carry a U.L. Approval), have a vapor barrier and have a minimum 8 foot (from floor) interior wear wall. Any material utilized to attach the metal siding to the building shall be concealed or the utilization of shadow panels or semi-concealed fastener panels with fasteners painted to match the panels shall be required.

- a. In the I-1, I-2, and I-3 Districts, metal siding may be used for entire side and rear building walls with approval by the Plan Commission.

7. Other materials approved by the City Plan Commission.
8. The building exterior requirements of this Section are intended to be minimum requirements and more stringent requirements may be imposed by the Plan Commission, taking into consideration public interests such as coordinating a consistent appearance and quality of construction with adjacent structures, the size of the proposed structure, the topography of the site, and the proximity of the structure to public rights-of-way.

- d. *Building design and construction requirements: B-1 Central Business District, B-2 General Business District, B-3, Motor Vehicle Dependent Business District.* All buildings hereinafter constructed, expanded, remodeled or otherwise improved within these Districts shall be designed in such a manner so that it provides a basic harmony with and does not detract from the overall attractiveness of surrounding development and shall be constructed of the following materials:

1. Brick.
2. Concrete masonry. Units shall be those generally described by the National Concrete Masonry Association as "customized architectural concrete

masonry units" or shall be broken faced brick type units with marble aggregate or split face or broke off concrete block. There shall be no exposed concrete block on the exterior of any building. Any concrete masonry units that have a gray cement color shall be coated.

3. Concrete may be poured-in-place, tilt-up, or precast. Poured-in-place and tilt-up walls shall have a finish of stone, a texture or a coating. Textured finish, except in special cases, shall be coated. Precast units which are not uniform in color shall be coated. Coating shall be an approved cementitious or epoxy type with a ten (10) year minimum life expectancy.
4. Natural stone.
5. Any other material approved by the Plan Commission.

Metal panels may be used only to accentuate or as a finish material within these districts. Any metal panel proposed for use within these districts as a finish material or to accentuate building shall be entirely coated with a colorfast, abrasion, and corrosion resistant, long life (minimum of 20 years) finish that is resistant to chemicals, withstands temperature extremes, and has a low permeability. Any material utilized to attach the metal panels to the building shall be concealed or the utilization of shadow panels or semi-concealed fastener panels with fasteners painted to match the panels shall be required.

- e. *Building design and construction requirements: R-3, Multiple Family District and R-4, General Residence Office District.* All buildings hereinafter constructed, expanded, remodeled, or otherwise improved within this district shall be designed in such a manner so they provide basic harmony with and do not detract from the overall attractiveness of surrounding development and shall be constructed of the following materials:
 1. Brick.
 2. Natural Stone.
 3. Other materials approved by the Plan Commission.
- f. *Mechanical equipment.* All mechanical equipment, including roof mounted, shall be integrated into the design of the structure to the extent possible, enclosed or screened as part of the overall architectural design.
- g. *Construction.* Construction shall commence within one year of plan approval or in accordance with a development agreement with the

City. No site plan approval by the Plan Commission shall be valid for more than 12 months from the date of such approval unless a building permit is obtained and development in accordance with such site plan is commenced within such period. The provisions of this section shall apply unless otherwise agreed to by the Plan Commission.

- h. *Maintenance.* The exterior walls and roofs of buildings shall be maintained in a clean, orderly, and attractive condition; free of cracks, dents, punctures, breakage, and other forms of visible marring. Materials that become excessively faded, chalked, cracked, chipped, damaged or otherwise deteriorated shall be replaced, refinished, repaired or repainted in accordance with the reasonable determination and order of the Building Inspector within sixty (60) days notice of such defect.
- i. *Screening of outdoor storage:* All materials, equipment, and receptacles and containers for refuse and recyclables shall be stored within a building or fully screened so as not to be visible from adjoining properties, and be located in the side or rear yard, except for construction and landscaping materials currently being used or intended for use on the premises within six (6) months.

7. *Fences: In all districts require site plan review.*

- a. *Construction and maintenance.* Every fence shall be constructed in a substantial, workmanlike manner and of material reasonably suited for the purpose for which the fence is proposed to be used. Every fence shall be maintained in a condition of reasonable repair and shall not be allowed to become and remain in a condition of disrepair or danger or constitute a nuisance, public or private. Any such fence which is, or has become, dangerous to the public safety, health or welfare, is a public nuisance and shall be repaired. Link fences, wherever permitted, shall be constructed in such a manner that no barbed ends shall be at the top except for limited outdoor storage areas.
- b. *Location/height.* On corner lots in all districts, no fence or planting in excess of 30 inches above the street center line grade shall be permitted within a triangular area defined as follows: Beginning at the intersection of the projected curbing lines of two intersecting streets; thence 30 feet along one property line; thence diagonally to a point 30 feet from the point of beginning on the other property line; thence to the point of beginning.
 - 1. In those instances where a fence exists as an enclosure which restricts access from the front to the rear yard, a gate, identifiable as a collapsible section, or other such means of recognizable ingress, shall be

unobstructed and a minimum of 3 feet in width. The location of such ingress points shall be positioned at any point paralleling the front lot line between the side lot property line and the principal structure.

2. Fences in all districts shall not exceed 8 feet in height.

8. *Lighting standards: In all districts requiring site plan review.* To provide for the basic needs of safety and security, appropriate lighting shall be provided in order to delineate roads, drives, parking areas, pedestrian ways, buildings, and other organizational points. Lighting shall be an integral part of the overall architectural design; therefore, proposed lighting, whether freestanding or building-mounted, shall complement the architectural character of the principal use. Lighting design shall correlate energy conservation with aesthetic, architectural, and safety factors.

- a. Any lighting used to illuminate off-street parking, loading and service areas, shall be shaded, diffused, or arranged to reflect light away from adjacent parcels and public streets. Glare, whether direct or reflected, as differentiated from general illumination, shall not be visible beyond the limits of the site from which it originates. Parking lot lights may be used in either a single or twin format. Characteristics, 27,000 lumen high pressure sodium, mercury vapor, or metal halide, spaced approximately 100 to 120 feet off center, consisting of sharp, cutoff type luminaries.
- b. Walkway lighting should be of the same family as mentioned above, height to be 10 to 14 feet above grade. Characteristics: 150 to 175W Color Corrected Mercury Vapor. Bollard lighting can be used as low level walkway illumination on private property.
- c. Building lighting should occur as part of the overall design concept using recessed lighting in overhangs and at the entrance. Well designed soft lighting of the building exterior is allowed provided it does not impact on the surrounding properties, complements the architecture, and the light source is concealed.
- d. The use of floodlights, building-mounted or otherwise, and tall "free-way type" fixtures is prohibited.

9. *Site plan.*

- a. *Procedure.* The following procedure shall be followed for the submittal of site plans. Where procedures and requirements imposed by this section of the ordinance are either more restrictive or less restrictive than comparable procedures and requirements imposed by any other provision of this ordinance or any other law, ordinance, resolution, rule or regulation of any kind, the regulations which are more restrictive or impose higher standards or requirements shall govern.

1. *Preliminary consultation.* Prior to the submittal of a site plan, it is recommended that the developer meet with the Director of Planning, the Building Inspector, and/or other appropriate city staff to discuss zoning district, site plan, and landscaping plan requirements. Such meeting should occur prior to any extensive outlay of funds on the part of the developer since it is intended to identify potential problems and methods to alleviate them and to encourage a cooperative effort between the developer and the City.
2. *Plan submittal.* Fourteen (14) copies of all site plans requiring approval of the Plan Commission shall be submitted to the Director of Planning/Economic Development. All plans shall be drawn to an engineering scale no greater than one (1) inch equals one hundred (100) feet plus one (1) complete set of such plans reduced in size to eleven (11) inches by seventeen (17) inches and include the following information:
 - a. Name of project/development;
 - b. Location of project/development by street address;
 - c. Name and mailing address of developer/owner;
 - d. Name of mailing address of engineer/architect;
 - e. North point indicator;
 - f. Scale;
 - g. Boundary lines of property, with dimensions;
 - h. Location, identification, and dimensions of existing and proposed:
 - i. Topographic contours at a minimum interval of two feet;
 - ii. Adjacent streets and street rights-of-way;
 - iii. On site streets and street rights-of-way;
 - iv. Utilities and utility easements:
 - Electric
 - Natural Gas

- Telephone
 - Water
 - Sewer
(sanitary and storm)
 - Fiber optic lines
 - Other transmission lines
- v. All buildings and structures;
 - vi. Parking facilities;
 - vii. Water bodies and wetlands;
 - viii. Surface water holding ponds, drainage ditches, and drainage patterns;
 - ix. Sidewalks, walkways, and driveways;
 - x. Off street loading areas and docks;
 - xi. Fences and retaining walls;
 - xii. All exterior signs;
 - xiii. Exterior refuse collection areas;
 - xiv. Exterior lighting; and
 - xv. Traffic flow on and off site.
- i. Location of open space;
 - j. Site statistics, including:
 - i. Site square footage;
 - ii. Percent site coverage;
 - iii. Percent open space; and
 - iv. Floor area ratio.
 - k. Location and dimensions of proposed outdoor display areas;
 - l. Architectural rendering of the proposed structures and buildings, including:
 - i. All dimensions;

- ii. Gross square footage of existing and proposed buildings and structures; and
- iii. Description of all exterior finish materials
- m. Erosion control plans;
- n. A staging plan for any projects involving more than one phase or construction season which sets forth the chronological order of construction and relates to the proposed uses and structures of various service facilities and estimated completion dates;
- o. Other information considered pertinent by city staff and/or the developers.

3. *Review.*

- a. Plan Commission, Site plans shall be forwarded to the Plan Commission. The Plan Commission shall review and either approve, conditionally approve, or deny approval of the site plan based upon the appropriate zoning district requirements and the criteria set forth in Section b., above.

4. *Appeals.*

- a. Appeals of a Plan Commission decision may be made to the De Pere Common Council.

10. *Landscaping.*

- a. *General statement.* The City of De Pere finds that it is in the public interest for all developments to provide landscape improvements for the purposes of: complementing the natural environment; improving the general appearance of the city and enhancing its aesthetic appeal; preserving the economic base; improving quality of life; delineating and separating use areas; increasing the safety, efficiency, and aesthetics of use areas and open space; screening and enhancing privacy; mitigating the diverse impact of climate;

conserving energy; abating erosion and stabilizing slopes; deadening sound; and preserving the quality of our air and water.

- b. *Landscape plan.* All applicants for building permits for multi-family dwelling units, uses permitted in all Business Districts (except the B-1 District); and uses permitted in all Industrial Districts, shall submit a landscape plan, prepared pursuant to (c), below, for review and approval as required herein prior to the request for a building permit. Where procedures and requirements imposed by this section of the ordinance are either more restrictive or less restrictive than comparable procedures and requirements imposed by any other provision of this ordinance or any other law, ordinance, resolution, rule or regulation of any kind, the regulations which are more restrictive or impose higher standards or requirements shall govern.
- c. *Procedure.* The following procedure shall be followed for the submittal of landscape plans.
 1. *Preliminary consultation.* Prior to the submittal of a landscape plan, it is recommended that the developer meet with the Director of Planning, the Building Inspector, and/or other appropriate city staff to discuss zoning district, site plan, and landscaping plan requirements. Such meeting should occur prior to any extensive outlay of funds on the part of the developer since it is intended to identify potential problems and methods to alleviate them and to encourage a cooperative effort between the developer and the City.
 2. *Plan submittal.* Fourteen (14) copies of all landscape plans requiring approval by the Plan Commission shall be submitted to the Director of Planning. Landscaping plans may be submitted separately or included in the site plan. All plans shall be drawn to an engineering scale no greater than one (1) inch equals one hundred (100) feet plus one (1) complete set of such plans reduced in size to eleven (11) by seventeen (17) inches and contain the following information:
 - a. The location and dimensions of all proposed open space areas;
 - b. identification of all proposed vegetation:
 - i. Symbols, quantities, common names, and size of all plant materials, and

whether plant is balled
burlapped, potted, or bare
root.

- ii. Showing all species to
scale of mature crown
diameter or spread.

- c. All existing vegetation to be saved; and
- d. Typical sections of berms, fences,
retaining walls, planter boxes, etc.

3. *Reviews.* Review of landscape plans shall be
conducted concurrently and follow the same
procedure as site plan review.

4. *Appeals.*

- a. Appeals of Plan Commission decisions
may be made to the Common Council.

d. *Specific requirements.*

1. *Ground cover.* The street front yard and the front one-
third of the side yards abutting the building shall be
sodded. All other open space areas shall, at a
minimum be seeded. The following exceptions may
be granted by City staff during the review process.

- a. The use of mulch material for shrubs
and foundation plantings;
- b. The seeding of future expansion areas
delineated on the site plan;
- c. Areas maintained in a natural state that
are undisturbed during construction; or
- d. Other landscape elements such as
decks, patios, stepping stones or
landscape stones may be incorporated
therein.

2. *Minimum size of plantings.* Required vegetation shall
be of the following minimum planting size:

- a. Deciduous trees 1.5" diameter as
measured 6" above ground.
- b. Coniferous trees 6' in height.

- c. At least 20% of the required number of trees shall be hardwood deciduous trees.
- d. Evergreen shrubs used for screening purposes, including those used in conjunction with berms, shall be a minimum of 24" in height.

3. *Species:*

- a. All trees used in site development shall be indigenous to the appropriate hardiness zone and physical characteristics of the site.
- b. All plant material shall conform to "American Standards for Nursery Stock", latest edition, sponsored by the American Association of Nurserymen, Inc. All vegetation shall be planted in accordance with accepted planting procedures.
- c. All proposed vegetation included in the landscape plan shall be reviewed by the City of De Pere Department of Parks, Recreation & Forestry to assure compliance with the requirements contained herein.

4. *Implementation/replacement.*

- a. All approved landscaping is to be installed in accordance with compliance timetable.
- b. Any vegetation included on an approved landscape plan that dies shall be replaced within one planting season. Vegetation replaced shall conform to the approved landscape plan and the requirements contained herein.

5. *Maintenance.* It shall be the joint responsibility of the owner/and or lessee of the principal use, uses, or building to maintain in a neat and adequate manner all landscaping materials, vegetation, screening, and fences contained in the approved landscape and site plans.

6. *Compliance timetable.* All landscape plans shall include a timetable for construction, installation or planting within a period not to exceed two (2) years from the date of commencement of construction. Any person who is, or has been, required to landscape any part of a zoning lot and who has not complied with that requirement shall, within sixty (60) days of receipt of written notice from the Building Inspector that a violation of this chapter exists, comply with all requirements or be subject to Section 14.32, Penalties.
- e. *District requirements.* Future development within the city shall meet the following minimum requirements:
 1. *R-3 Multifamily* shall contain at a minimum:
 - a. One (1) tree per dwelling unit.
 - b. Ten (10) percent of total lot area shall remain open space.
 2. *R-4 General Residence Office District* shall contain, at a minimum:
 - a. One (1) tree per dwelling unit.
 - b. One (1) tree per 1,000 square feet of gross floor area, and any fraction thereof, for nonresidential uses.
 - c. Ten (10) percent of total lot area shall remain as open space.
 3. *B-2, General Business District, and B-3, Motor Vehicle Dependent Business district* shall contain, at a minimum:
 - a. One (1) tree per 1,000 square feet, or fraction thereof, of gross floor area.
 4. *Highway 41 Business Corridor:* Districts A & B shall contain, at a minimum:
 - a. 20% of the total lot area shall remain as open space.
 - b. One (1) canopy tree per 10,000 square feet of lot area or fraction thereof.

5. *I-1, Industrial Park; I-2, Limited Industrial; and I-3, General Industrial Districts shall contain, at a minimum:*
 - a. One (1) tree per 10,000 square feet of lot area or fraction thereof.
6. *C-EO Corporate-Executive Office; I-B-1, Industrial Business 1; and I-B-2, Industrial Business 2 shall contain, at a minimum:*
 - a. 25% [percent] of the total lot area shall remain as open space.
 - b. One (1) tree per 10,000 square feet of lot area or fraction thereof. 30% [percent] of such trees shall be deciduous hardwood.
7. *Buffers.* That portion of any Business, Industrial, or Multifamily District that is abutting property zoned for single or two-family residential development shall have a landscaped area of at least six (6) feet wide extending the full length of the Business, Industrial, or Multifamily District and meeting the following minimum requirements:
 - a. One (1) tree per thirty-five (35) lineal feet, or fraction thereof, of lot line bordering Single and/or Two-Family Districts.
 - b. A shrub, border, hedge, wall, fence, earthen berm, or other durable landscape barrier, or combination thereof, at least four (4) feet high, but not exceeding six (6) feet high, which is ninety (90) percent impervious to sight placed along the perimeter of such landscaped strip, except in the front yard setback.

11. *Regulation of signs, C-EO, Corporate Executive Office; I-B-1, Industrial Business 1; and I-B-2, Industrial Business 2 Districts.*

- a. *Purpose.* To promote compatible signage throughout the development, signage should be an integral part of the overall building concept.

- b. *General requirements.* All signs shall be reviewed by the Plan Commission. Signage shall be limited to name, corporate logo, and address only. Identity ground and wall signs shall have a length to width ratio of 3:1 (see Illustration 2 in appendix A at the end of this document). Lighting, although not required, shall be internal illumination, and intensity shall not exceed one foot candle at the center line of any public right-of-way.
1. No sign shall be so located as to restrict the sight lines and orderly operation and traffic movement within any parking lot.
 2. No sign shall be located closer than fifteen (15) feet from any property line.
 3. Signs may be illuminated but shall not be moving, flashing, blinking, or fluctuating. Colors utilized on signs shall be consistent with those utilized on the De Pere Business Park signs, existing corporate logos, or business colors.
- c. *Identity ground sign.* Identity ground signs are those signs where the entire bottom of the sign is in contact with or in very close proximity to the ground. Identity ground signs are allowed in C-EO, I-B-1 and I-B-2 Districts. Signs may be two-sided. The maximum square footage of the copy area of the sign is determined by the lot size on which it is located, as follows:

TABLE INSET:

Total Lot Size In Acres	Copy of Area of Sign (Square Feet)
.9 - 4.99	24
5.0 - 9.99	48
10.0 - 14.99	60
15.0 - 19.99	72
20.0 - 24.99	84
25.0 - 29.99	96

The maximum square footage of an identity ground sign is 96 square feet. A business may have more than one identity ground sign, provided the total square footage of the copy area of such sign does not exceed that noted above. A

business located on lots of 30 acres or more is allowed an additional 12 square feet of total copy area for each five (5) acre increment of total lot size; e.g., a 40 acre site would be allowed a total copy area of 120 square feet for two or more signs. Identity ground signs should be coordinated with the architectural characteristics of their respective development to the extent possible. The location of identity ground signs shall be not less than ten (10) feet from the property line.

- d. *Exceptions.* In all districts, a ground sign is allowed in the rear yard setback where fronting another street. Maximum size of this sign is 75 square feet (5' x 15') and shall not be closer than 50 feet from the rear property line.
- e. *Wall sign.* Wall signs are allowed in all districts. The maximum size of any wall sign or logo is limited to 2.5% [percent] of the total square footage of the wall on which it is located. Such signs are limited to one per structure and shall not protrude higher than the structure itself. Wall signs shall be fixture signs that are architecturally compatible with the building design. Signs painted on walls or projecting more than twelve (12) inches from a wall are prohibited. A rendering, drawn to scale, showing the wall where it is proposed shall be submitted as part of the site planning process. The Plan Commission shall review and approve the proposed wall sign or logo.
- f. *Informational sign.* Informational signs are allowed in all districts as needed. Such signs shall not exceed six (6) square feet in size. Informational signs shall be constructed of a minimum 1/8 inch metal plate with lettering of Helvetica type that does not exceed six (6) inches.
- g. *Temporary sign.* The following temporary signs are allowed in all districts:

TABLE INSET:

Type	Maximum Size	Maximum Time Allowed
Construction	100 Square Feet	Up to 60 days after construction is completed
For Sale or Lease	32 Square Feet	Up to 10 days after sale or lease has been officially recorded
Special Events *	32 Square Feet	30 days per year
* As allowed by the Plan Commission.		

- h. *Prohibited signs.* The following signs are prohibited in the C-EO, I-B-1, and I-B-2 Districts: motion signs; roof signs; projecting signs (greater than 12 inches); flashing signs; obsolete signs; unsafe or dangerous signs; signs and/or posters attached to trees; fences, utility poles, or other such permanent supports; signs painted on walls or fences; and banners, pennants, whirling devices, balloons, and/or other apparatus resembling the same.

12. *Off-street parking requirements: C-EO, Corporate-Executive Office; I-B-1, Industrial business 1; and I-B-2 Industrial Business 2 Districts.*

- a. *Location.* All parking spaces required to serve employees and visitors of buildings erected or established after the effective date of this plan shall be located on the same zoning lot as the building or use served. Such off-street parking areas shall not be located within the front, side, or rear yard setbacks in any district.
- b. *Floor area.* The term "floor area" for the purpose of calculating the number of off-street parking spaces required shall be determined on the basis of the exterior floor area dimensions of the building, structure or use times the number of floors, minus 10% [percent], except as may hereinafter be provided or modified.
- c. *Nonconforming structures.* Should a nonconforming structure or use be damaged or destroyed (defined as 50% [percent] or more of the structure being damaged) by accidental destruction, Acts of God, or otherwise, it may be reestablished if elsewhere permitted in these regulations, except that in doing so, any off-street parking or loading space which existed before shall be retained and expanded as necessary to comply with the standards herein.
- d. *Change of use or occupancy of buildings.* Any change of use or occupancy of any building or buildings, including additions thereto, requiring more parking shall not be permitted until there is furnished such additional parking spaces as required by these regulations.
- e. *Parking dimensions.* The following shall be the minimum parking space dimensions:

TABLE INSET:

Width				Length			
Aisle Angle Width	80%	18%	2%	80%	18%	2%	
90 °	8 1/2'	8 1/2 '	12 '	18 '	16 '	18 '	24 '
60 °	8 1/2'	8 1/2 '	12 '	18 '	16 '	18 '	18 '

45 °	8 1/2'	8 1/2'	12 '	18 '	16 '	18 '	15 '
45 °	8 1/2'	8 1/2'	12 '	18 '	16 '	18 '	15 '
Parallel		12 '					

NOTE: 80% [percent] of the total required parking shall be for full sized vehicles; 18% [percent] shall be for compact vehicles; and 2% [percent] shall be for handicap spaces.

- f. *Within structures.* The off-street parking requirements may be furnished by providing spaces so designed within the principal building or structure attached thereto; however, unless provisions are made, no building permit shall be used to convert said parking structure into another activity until other adequate provisions are made to comply with the required off-street parking provisions of this ordinance.
- g. *Circulation between bays.* Parking areas shall be designed so that circulation between parking bays or aisles occurs within the designated parking lot and does not depend upon a public street. Parking area design which requires backing into the public street is prohibited.
- h. *Driveway requirements.* Notwithstanding other provisions of this ordinance concerning appeals and review of plans submitted hereunder, permits for and review of driveway approaches and curb cuts shall be as provided at Section 22-15, De Pere Municipal Code, subject to the requirements of this ordinance and Section 14.55(8), De Pere Municipal Code. Where this section conflicts with Section 14.55(8), De Pere Municipal Code, this section shall take precedence.
 1. All off-street parking spaces shall have access from driveways and not directly from the public street.
 2. Driveway access curb opening on a public street shall not be located less than 40 feet from each other.
 3. The number and location of curb cuts shall be as determined by the Building Inspector upon consultation with the Public Works Department, taking into consideration traffic flow, safety concerns, and the needs of the business.
- i. *Drainage.* All parking areas shall have adequate drainage.
- j. *Surfacing.* All areas intended to be utilized for parking space and driveways shall be surfaced with bituminous asphalt or concrete. Plans for surfacing and drainage of driveways and stalls for five (5) or more vehicles shall be submitted.

- k. *Striping.* All parking stalls shall be marked with painted lines not less than four (4) inches wide.
- l. *Lighting.* Any lighting used to illuminate an off-street parking area shall be so arranged as to reflect the light away from adjoining property, abutting residential uses, and public rights-of-way.
- m. *Signs.* No sign shall be so located as to restrict the sight lines and orderly operation and traffic movement within any parking lot.
- n. *Curbing.* All off-street parking shall have a perimeter concrete curb and gutter around the entire parking lot unless the site plan shows that runoff from the parking lots will not cause erosion or adversely affect adjacent properties.
- o. *Parking lot landscaping.* To avoid the undesirable monotony, heat and wind associated with large parking lots, such lots shall have a minimum of one internal landscaped island-delineator in addition to any required traffic safety island for each 21,780 square feet (1/2 acre) or fraction thereof of off-street parking space; such islands shall be a minimum of 360 square feet (2 parking spaces) and shall be bounded by concrete curbing. Trees may be installed in approved traffic safety islands used to delineate parking spaces from driving aisles and in other areas. The internal landscaped island(s) required above may be deleted if the aggregate area and trees of individual traffic islands meets or exceeds the above requirement.
- p. *Parking lot screening.* The parking or storage of operable motor vehicles, if not within an enclosed building structure, shall be effectively screened as defined.
- q. *Planting standards.* All plant material shall conform to the specifications and procedures stated in the Landscape Plan Requirements section of these standards. Landscaping, except required grass or ground cover, shall not be located closer than seven (7) feet from the edge of any driveway pavement or within the established right-of-way.
- r. *Maintenance.* It shall be the joint and several responsibility of the lessee and owner of the principal use, uses or building to maintain in a neat and adequate manner the parking space, accessways, striping, landscaping, screening, and required fences.
- s. *Use of required area.* Required accessory off-street parking spaces in any district shall not be utilized for open storage, sale or rental of goods, or storage of inoperable vehicles without approval of the Plan Commission.
- t. *Number of spaces required.* The following minimum number of off-street parking spaces shall be provided and maintained by ownership, easement, and/or lease for and during the life of the respective uses hereinafter set forth unless the developer provides the Plan Commission with justification for a lesser amount.

1. *Manufacturing, fabricating or processing of a product or material.* One (1) space per 2 employees (while considering shift changes), plus one (1) space for each company owned truck (if not stored inside principal building), plus visitor parking.
2. *Distribution centers, storage or handling of bulk goods.* One (1) space per 2 employees on maximum shift and one (1) space for each company owned truck (if not stored inside principal building), plus visitor parking.
3. *Research or testing facilities.* One (1) space per 2 employees on the major shift, plus one (1) space for each company owned truck, plus visitor parking.
4. *Offices,* four (4) spaces per 1,000 gross square feet of floor area.
5. *Hotels/motels, if allowed.* One (1) space for each rental unit and one (1) space for every four employees on maximum shift, plus additional spaces as follows for affiliated uses:

Restaurants, taverns, supper clubs, cocktail lounges, night clubs, and banquet rooms: one (1) space for each 50 square feet of gross customer service area, plus one (1) space for each 250 square feet of other floor area.

6. *Other compatible uses not listed above.* Number of parking spaces based on the requirements of Article XI, Section 14.56, Specific District Requirements Off-Street Parking, De Pere Zoning Ordinance.

13. *Off-street loading requirements: C-EO, Corporate-Executive Office; I-B-1, Industrial Business 1; and I-B-2, Industrial Business 2 Districts.*

- a. *Minimum facilities.* All warehousing, manufacturing plants, or any other building where large amounts of goods are received or shipped, shall provide adequate loading and unloading berths as determined by the Plan Commission.
- b. *Location.*
 1. All required loading berths shall be off-street and located on the same lot as the building or use to be served.
 2. Loading berths shall not occupy the front yard.
 3. Loading berths located at the side of buildings on a corner lot shall observe the following requirements:

- a. Loading berths shall not conflict with pedestrian movement.
- b. Loading berths shall not obstruct the view of the public right-of-way from off-street parking access.
- c. Loading berths shall comply with all other requirements of this plan.

4. Each loading berth shall be located with appropriate means of vehicular access to a street in a manner which will cause the least interference with traffic.

- c. *Size.* A required off-street loading berth shall be at least 55 feet in length, exclusive of aisle and maneuvering space and shall have a vertical clearance of at least 15 feet.
 - d. *Surfacing.* All areas intended to be utilized for off-street loading shall be surfaced with bituminous asphalt or concrete.
 - e. *Utilization.* Space allocated to any off-street loading shall not, while so allocated, be used to satisfy the space requirements for any off-street parking facilities.
 - f. *Change of use.* Where a change of use in off-street loading facilities is made necessary due to damage, destruction, increased use, or any other change of use, such change shall be approved by the Plan Commission.
 - g. *Loading dock screening.* All loading dock areas shall be screened from adjacent uses. Screening shall consist of fences, walls, berms of sufficient height, plantings, or a combination of the above elements. Loading dock areas shall be screened at a minimum elevation of five (5) feet above the finished grade at property lines.
 - h. *Standards.* All plant material shall conform to the specifications and procedures stated in the Landscape Plan Requirements section of these standards.
 - i. *Maintenance.* It shall be the responsibility of the lessee and/or owner of the principal use, uses or building, to maintain in a neat and adequate manner, the loading space, access ways, striping, landscaping, screening, and required fences.
14. *Outdoor storage.* Outdoor storage of any material other than motor vehicles in operable condition is prohibited. Storage of materials, equipment, parts, inventory, etc.[,] shall take place in completely enclosed structures that meet the General Building and Performance Requirements contained herein. Outdoor storage of motor vehicles in operable condition is allowed provided such outdoor parking (storage) areas are screened pursuant to the definition (of screening) contained in the Definitions Section.