Schreiber Anderson Associates
717 John Nolen Drive
Madison, WI 53713 608-255-0800

Master Plan

DRAFT

Village of Hobart, WI | August 2009

Front cover composition developed by Coalesce - 4321 W. College Avenue, Suite 250, Appleton, WI 54914

Front cover illustration developed by Schreiber Anderson Associates - 717 John Nolen Drive, Madison, WI 53713
Schreiber Anderson Associates is a multidisciplinary Landscape Architecture, Planning and Engineering firm specializing in Urban and Community Planning, Riverfront Development and Bike and Facilities Planning

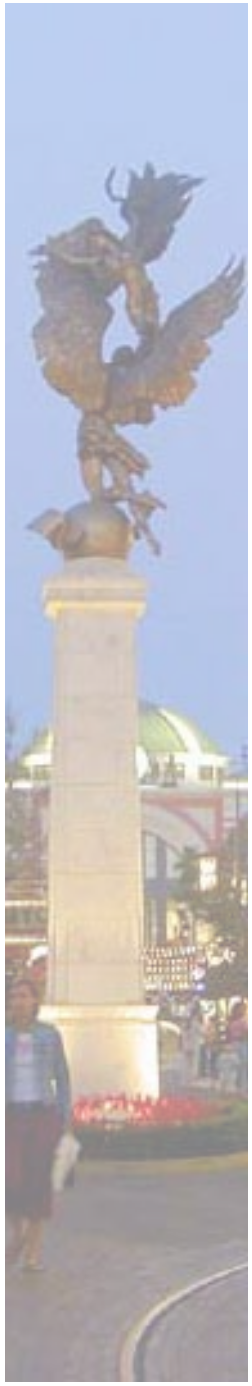

Table of Contents

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Robert E. Lee & Associates

Bob Faye, Archaeologist

Buxton, LLC.

Part One: Introduction

Introduction

In August 2008 the Village of Hobart hired Schreiber/Anderson Associates of Madison, Wisconsin to prepare a Comprehensive Master Plan for the Centennial Centre at Hobart located on the north side of the Village adjoining STH 29/32.

PLANNING AREA

Figure 1 graphically describes the planning area for the Centennial Centre at Hobart project including approximately 350 AC of Village owned property. The planning area is generally bordered by STH 29/32 on the north, N. Overland Road on the west, Sunlite Drive on the south and N. Pine Tree Road on the east. The planning area includes relatively flat topography that is currently agricultural, isolated wooded areas and wetlands.

The master plan process was divided into two parts. The Concept Vision Plan, prepared between August 2008 and December 2008, resulted in the creation of the Centennial Centre at Hobart. **Figure 2** provides a bird's-eye perspective that illustrates the vision for the full build-out of Centennial Centre, encompassing approximately 650 AC. A detailed master plan for Centennial Centre was prepared between January 2009 and June 2009.

Centennial Centre Master Plan has been prepared with input from Village staff and consultants, Village Trustees, Community Development Authority (CDA), Planning and Zoning Committee, and the general public.

PURPOSE OF THE PLAN

The Centennial Centre Master Plan is intended to provide a guideline to assist the Village, public agencies, developers, business and property owners, and other interest groups in the short-term and long-term development activities. Implementation of the master plan will require flexibility, balance and cooperation among the various entities to achieve the highest and best use for the study area. Master

**Pictures on page 1 and 4 are existing condition photos of the site. All other photos in the document are used to provide a graphic example of the descriptive text.*

Figure 1: Planning Area

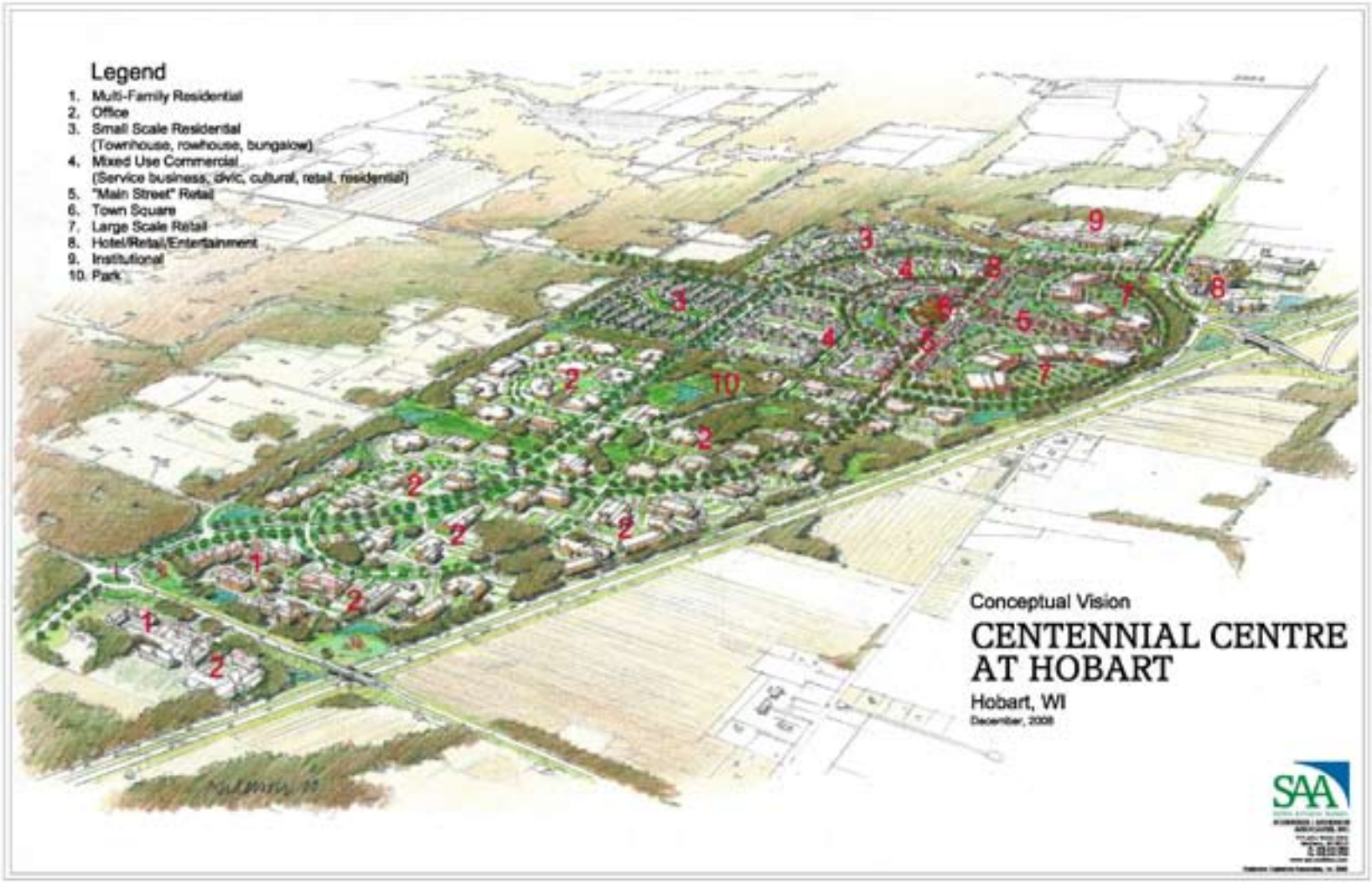


Figure 2: Conceptual Aerial Perspective

plan recommendations included in this document will require further analysis, design, engineering, public input, Village and agency approval in order to be implemented.

PROJECT GOALS

The following goals were established for the development of Centennial Centre based on input received from Village staff, Village officials, and the public. Key goals include:

- Comprehensive, market-feasible vision
- Community-supporting mixed-use destination and activity center
- Attractive front door and entrance to the Village of Hobart from STH 29/32
- Improved tax base and economic opportunity for the Village of Hobart
- Improved quality of life for Village residents
- Position Hobart for short-term and long-term growth opportunities in the region
- Community civic center, service center, and employment center
- Family-friendly, small Village atmosphere
- Pedestrian and bicycle friendly use mix and street design
- Environmental preservation and sustainable design
- Minimize impact on neighborhoods to the south
- Community connections
- Coordinated design theme and identity
- Coordinate with the Village of Howard growth plans

THEME

Throughout the design process, lengthy and in depth conversations took place between the design team, the CDA and Village staff to flush out the vision and potential themes for Centennial Centre. Consensus from these meetings had an “Old European” or “Old World” look being the preferred theme for Centennial Centre. The use of classic material such as native stone, dimensional or reclaimed lumber and weathered metal, will be combined to achieve the desired aesthetic. Architectural

detailing, building composition and scale of objects will emphasize the "Old World" feel. Exterior composition of native plantings, cobble paving, fencing, lighting and amenity selection will complement the architectural style creating the ambiance that expresses the 'Old World' theme.

DESIGN PROCESS

Pulling from the discussion and information expressed in the earlier planning initiatives and combining them with more recent visioning sessions, the design team was able to develop three concept land use plans. The plans investigate three different approaches to land use organization. The 'Old World' theme was incorporated into each concept.

A number of on site constraints drove the concept design process. The site is extremely flat and the lack of topography created difficulty in distributing stormwater. There are seven exiting wetlands spotted throughout the development. These wetlands were respected and designed around in order to prevent having to deal with the difficult and arduous process of mitigation. Existing mature vegetation was incorporated into all designs. The plans investigated the delicate balance of creating critical view into the site from the STH 29/32 corridor while softening and buffering other uses along the corridor. Views to the existing developments to the south are needed to be screened. A proposed exchange ramp from the STH 29/32 corridor is planned to enter the site from the west. The concept designs carefully wrapped this new exchange into the development. Three major roads surround the site. Each concept plan maintained connections to existing roads.

The concept plans looked at a variety of combinations of site elements that created a unique look for each concept. Concept 1 (**Figure 3**) investigated maximizing Large Retail while balancing the site with the proper mix of retail and office. The residential and multi-family districts took on more organic form to accommodate stormwater. Concept 2 (**Figure 4**) expanded the office district and reorganized the circulation patterns through the district. The plan spreads out

the Village squares into three different quadrants. Residential is expanded to surround the multi use district which has been substantially reduced. Concept 3 (**Figure 5**) greatly expands the office space by wrapping the district around the Village Centre mixed-use retail and large retail. Village Centre and Civic Center is centrally located. The Residential District takes on a more geometric form and is limited to the southern portion of the development.

The three concept plans were presented to the CDA and Village staff. At the conclusion of the meeting, Concept I was selected as the preferred plan. The plan was further refined with direction from the traffic analysis, engineering requirements, stormwater constraints and the layout of districts based on information from the TIF report. The culmination of input from steering committee members and critical decisions from the design team, through a five month design process, is represented in the Final Master Plan (**Figure 6**).

GUIDING PRINCIPLES FOR THE DESIGN OF CENTENNIAL CENTRE

The following are guiding principles developed for the design of Centennial Centre. These principles underpin the design of some of the most popular and economically successful mixed-use centers in the nation. Pedestrian-friendly streets, human-scaled architecture, unique public spaces, landscaping, street furnishings, parks and open spaces, and environmentally-friendly and sustainable design practices are common features that make these places attractive locations for shopping, working, visiting, and living.

1. Attractive Spaces: The Centennial Centre will be a thoughtfully designed commercial center with attractive public and private spaces.

2. Mix of Uses: Centennial Centre will be designed to support a full range of community and neighborhood uses.

Figure 3

Figure 4

Figure 5

3. People-Focused Design: Sites and streets will be easily accessible for cars, but more importantly, designed to be enjoyed as safe, welcoming, and inviting for people.

4. Interconnection: Centennial Centre will provide a thoughtful, accessible, convenient, and attractive system of streets, walkways, and bike paths to interconnect all land use areas.

5. Sense of Place: Centennial Centre's architecture and landscape design will provide unique character and definition to the neighborhood streets and create an attraction for the frontage STH 29/32 corridor.

6. Human-Scaled Architecture: Although many architectural styles may be appropriate, all buildings will be designed and proportioned to provide interest and enliven the street by avoiding monotonous blank walls and large uninteresting masses.

7. Eco-Friendly Development: Earth-friendly and sustainable applications should be encouraged and incorporated into both the building and site designs.

8. A comprehensive stormwater management system should interconnect all land use areas to improve water quality, promote infiltration, and reduce run-off.

9. A native landscape approach that complements the wooded areas, wetlands, Trout Creek environmental corridor, and other natural features on the site.

Figures 7–9 are eye level perspectives that graphically display the intended theme for Centennial Centre.

Part Two: Land Use Plan

Land Use Plan

Great care has been taken to create a unified development with an overall theme and an area wide application of stormwater, thematic lighting and amenities. Even with these unifying elements, the function of each district, within the Centennial Centre Master Plan, is intrinsically different from the next. The composition of materials, the use of individual spaces and how users interact within a district, create an unique atmosphere and character for each district. The following is a description of the use and aesthetic for each district.

The culmination of input from steering committee members and critical decisions from the design team, through a five month design process, is represented in the Final Master Plan (**Figure 6**).

Figures 7–9 are eye level perspectives that graphically display the intended theme for Centennial Centre.

BUSINESS/PROFESSIONAL DISTRICT

- Architecture to tie to "Old World" theme
- Native landscape surrounding building
- Integrate existing wetlands into individual developments as a visual amenity for the private development
- Parking in the rear of the buildings
- Ground signage close to road blended into landscape and emphasizing architecture of the building
- Parking softened and blended into landscape by native landscaping, shade and ornamental trees
- Minimize large areas of mown lawn
- Contiguous pedestrian linkage from site to site and from parking to building entrance
- Lighting within development to tie into selected lighting standard for Centennial Centre
- On site stormwater management integrated into developments overall stormwater network
- Use of pervious pavements in parking lots, pedestrian walkways and private employee plazas

INSTITUTIONAL/CAMPUS DISTRICT

- Campus type organization of buildings
- Multi story buildings that blend into the "Old World" theme set for the development
- Fluid organization of pedestrian circulation from building to building
- Link into development's pedestrian circulation system
- Clear and fluid pedestrian link to Retail and Hospitality Districts
- Parking infrastructure blended into overall site development through landscape applications and screened from the main road network
- Lighting standard to match Centennial Centre selected light standard
- On site stormwater management integrated into overall landscape design and highlighted as a landscape amenity for the development
- Centralized gathering spaces and pedestrian plazas

LARGE RETAIL DISTRICT

- Coordinated and unified development of large and small buildings.
- Shared parking and drives.
- Pedestrian friendly design including traffic calming, pedestrian gathering places, pedestrian furnishings and amenities and pedestrian connections between buildings and parking areas.
- Attractive streetscapes that complement the Centennial Centre design theme.
- On-site stormwater management integrated as part of the landscape design.
- Attractively landscaped parking areas.
- Franchise uses that incorporate unique design features that express the Centennial Centre "Old World" theme.

RETAIL/HOSPITALITY DISTRICT

- Complementary short and long term stay accommodations to support surrounding development
- Parking infrastructure blended into overall site development through landscape applications and screened from the main road network
- Clear and fluid pedestrian link to Retail and Hospitality Districts
- Parking infrastructure blended into overall site development through landscape applications and screened from the main road network
- Lighting standard to match Centennial Centre selected light standard
- On site stormwater management integrated into overall landscape design and highlighted as a landscape amenity for the development

MIXED-USE VILLAGE CENTRE DISTRICT

- High pedestrian activity district
- Two and three story buildings with retail on first floor and office and residential in upper levels
- Architecture to tie to “Old World” theme
- Narrower right of way
- Zero lot line set back - Buildings directly next to sidewalk
- 10' wide pedestrian sidewalks constructed of concrete and accented with unit pavers or colored concrete
- Thematic pedestrian lighting throughout district
- Large open planting/tree pits at back of curb. Planting pits accented with deciduous trees native plantings, and perennials
- Easy access to on street and off street parking
- Café and outdoor dining on sidewalks
- Clear and safe pedestrian crossings
- Bike parking and amenities to tie into streetscape design
- See **Figure 10** for detailed plan of Village Centre.

MIXED-USE RESIDENTIAL DISTRICT

This district allows for either Business/Professional or Multi-Family Residential uses or a blend of both organized in a unified, campus style layout. Residential uses may be integrated with office uses but careful consideration should be given to traffic patterns and volume, pedestrian safety and character, relationship to other residential uses, landscape buffers, and connections to park and open space areas.

MULTI-FAMILY RESIDENTIAL DISTRICT

- Multi story units with architectural detailing that matches the “Old World” theme
- Campus style layout with central gathering space
- Clear and well organized pedestrian circulation through the site and linked to surrounding districts
- Parking in the rear of buildings and buffered with native plantings, deciduous trees, and perennials
- On-site stormwater management integrated into overall landscape design and highlighted as a landscape amenity for the development

SINGLE FAMILY DISTRICT

- Residential units with architecture that complements the “Old World” theme of Centennial Centre
- Minimal side yard set back to encourage more compact development
- Parking on street
- Rear yards should be tied into overall development’s stormwater management plan
- Narrower streets lined with deciduous trees and lit with thematic pedestrian lighting
- Wider terraces to encourage native planting and utilized for overland stormwater applications such as rain gardens and bio-swales
- Central pedestrian path to link to development’s pedestrian system

CIVIC/CAMPUS DISTRICT

- Classic civic architecture that has architectural detailing that ties into overall development theme
- Buildings set back from the road
- Buildings to be fronted with large lawn area to promote congregation and community events
- Radial sidewalk organization to create fluid pedestrian circulation from street to buildings
- Sidewalks to be accented with landscape beds of deciduous trees, ornamental trees, native planting shrubs, and perennials.
- Lawn areas to be spotted with deciduous trees to create shade, soften buildings, and focus views to the civic architecture
- Parking in the rear of buildings with clear pedestrian circulation through the parking area to the buildings
- Parking to be buffered with native plantings, deciduous trees, and perennials and designed to tie into the overall stormwater management plan
- See **Figure 10** for detail plan

VILLAGE SQUARE

- Central green space that complements the uses of the surrounding civic and retail districts
- Retail uses look out onto green space with a seamless transition between two districts
- Designed for everyday use by individual patrons but can transition into a larger space to accommodate community events
- Radial concrete walk patterns that create direct access to the surrounding retail and civic districts will be accented with unit pavers or colored concrete
- Green space composed predominantly of lawn areas accented with native planting, ornamental shrubs and perennials, and shade trees
- Central plaza space constructed of a mix of concrete and unit pavers and enclosed with natural stone seat walls
- Amenities to be distributed throughout Village square and tie into the “Old World” theme of Centennial Centre
- See **Figure 10** for detail plan

CENTENNIAL PARK

- Large open green space designed predominantly for recreational uses but able to accommodate larger community events
- Main entrance highlighted with a community center building able to accommodate community and family functions
- Architecture of community center to complement architectural themes for the development
- Entry plaza to community center to be constructed on concrete paving accented with unit pavers or colored concrete and enclosed with natural stone seat walls
- Plaza to be surrounded with accent planting of native plants, ornamental shrubs, perennials, trees, and deciduous trees
- Circuitous asphalt paths will create pedestrian circulation through the park and link into the overall pedestrian system
- Pedestrian paths will also link into an informal wetland walkway system that will hold interpretive signage describing the merits of wetlands to the Centennial Centre development
- See **Figure 10** for detail plan

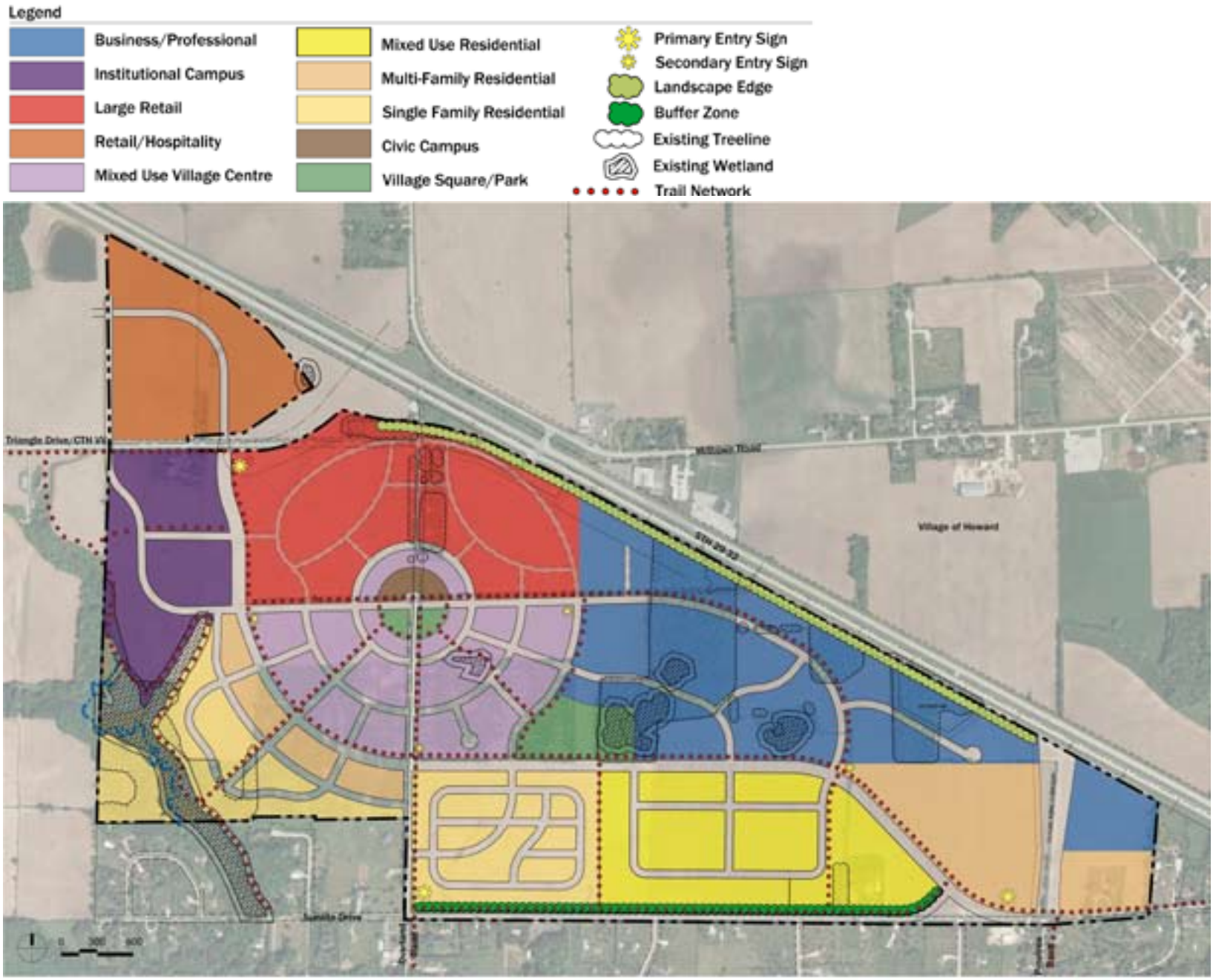


Figure 6: Final Master Plan

Figure 7: Retail District and Main Street

Figure 8: Entrance Corridor - Civic Campus

Figure 9: Mixed-Use Buildings - Green Space

Figure 10: Village Square and Centennial Park Detailed Plan

DEVELOPMENT PROGRAM

A market assessment was prepared by the Taurean Group, LLC to support the preparation of the Centennial Centre Master Plan. This assessment generally showed that there is a market potential for a variety of uses that would comprise a mixed-use development. The Taurean market assessment cites statistics that show the rate of population and household growth for the Village of Hobart consistently exceeding the rates of growth for the State of Wisconsin and Brown County between 2005 and 2030. The Taurean assessment recommended consideration of residential uses for the Centennial Centre at Hobart with an emphasis on workforce housing. Additionally, the Taurean assessment identified the growth of businesses and employment population growth. Centennial Centre will benefit from employment uses that can provide a customer base for the retail uses (offices, service businesses, etc.). Finally, population growth may establish the Village of Hobart as a desirable location for large scale service uses such as a satellite hospital, clinic and emergency center, and an independent living / assisted living / managed care residential campus. The Village should consider a recruitment program targeted at area providers to encourage them to consider the Centennial Centre at Hobart for their expansion plans.

In August of 2008 the Village engaged Buxton, LLC, a marketing analysis firm in Dallas, to do an additional market analysis focused specifically on the project site. The analysis examined existing consumer sales within a 15-minute drive of the project site with a final report identifying retail leakage and surplus analysis. The purpose of this market assessment was to outreach and recruit appropriate retail facilities that will be successful and sustainable by the existing adjacent consumer base. The Buxton report was completed in October 2008.

Based on the market assessment and input from Village officials and the public, the following potential uses were identified for Centennial Centre:

Retail

- Large and small retail uses
- Service businesses
- Hotel/Hospitality uses
- Restaurants and entertainment uses
- Pedestrian friendly "main street" uses
- Neighborhood-serving retail / businesses
- Grocery store

Office/Business

- Eco-business park
- Light manufacturing / high tech uses
- Professional and corporate offices
- Business incubators
- Medical facilities
- Business supporting uses (retail, daycare, health club, etc.)

Civic uses

- Government
- Churches
- Museums
- Community center
- Education
- Arts/cultural uses
- Farmers market

Residential

- Mix of housing types
- Multi-family residential
- Live-work residential
- Workforce housing
- Small lot single family residential
- Assisted living, managed care facilities

Parks and public spaces

- Passive recreation
- Trail system
- Community gathering places/Village square
- Natural resource enhancements

Part Three: Transportation

Transportation

Traffic planning is a very critical element in the development of Centennial Centre. If not appropriately accommodated, the development could fail and be a burden to the village. Many aspects of traffic planning were analyzed and evaluated to create the correct balance for the development. The following chapter describes the process in which the final road configuration was developed.

CONCEPTUAL TRAFFIC IMPACT ANALYSIS

The proposed mixed-use development encompasses 616 acres and includes nine different land uses. **Table 1** provides a breakdown of the various land uses and their size. There are approximately 4 million square feet of retail and office space, 950 residential units, a 100 room hotel, and 600,000 square feet of institutional/civic/government space.

Based on Institute of Transportation Engineers (ITE) trip generation rates (ITE Trip Generation 8th Edition) these uses in aggregate will contribute approximately 111,000 trips on a daily basis. A breakdown of the trip generation rate by land use on a daily basis is shown in **Table 2**.

The transportation system needed to support this demand will incorporate both the existing local street system as well as planned upgrades to the state highway system. STH 29 is planned to be improved and upgraded as a multilane freeway facility with a new interchange at CTH VV (near N. Overland Road) and an overpass at N. Pine Tree Road. Forest Road will be cut off at STH 29 and connected with Sunlite Drive. A new internal roadway system is planned for the development with connections at N. Overland Road and N. Pine Tree Road as the major north/south connections. Connections to the existing east/west connectors include Sunlite Drive and Triangle Drive (CTH VV). Per WDOT, current traffic volumes on STH 29 are 20,000 ADT (2003) with future traffic volumes by 2040 projected at nearly 50,000 ADT [**Figure 12**]. The existing and proposed roadway system, interconnections, and land uses are shown in **Figure 6.**

Area	Plan Description		Unit
1	Bus/Professional	1,500,000	sf
2	Mixed-Use Retail/Bus.	1,500,000	sf
3	Retail/ Hospitality	250,000	sf
4	Large Retail (Big Box)	800,000	sf
5	Hotel	100	rooms
6	MF Residential	600	units
7	SF Residential	350	units
8	Institutional - office type	500,000	sf
9	Civic/Government	100,000	sf

Table 1: Land Use Breakdown

Area	ITE category	Daily (ADT)
1	750-office park	16,040
2	710- general office	10,735
3	820 - shopping center	12,320
4	813 – superstore	42,505
5	310 – hotel	815
6	220 – Apartment	3,760
7	210 – Single family Detached	3,350
8	720 - medical office	20,230
9	710- general office	1,335
	TOTAL	111,090

Table 2: Trip Generation

In order to determine roadway and intersection geometrics for the new transportation system, the trip generation estimates for each land use were distributed over the roadway network. Since some of the estimated 111,000 trips will only be internal, due to the size of the development and the wide variety of land uses, an analysis was made of the internal trip capture ratio based on ITE protocol. **Table 3** shows the calculated number of internal trips based on the nine land uses proposed for the development. The calculations indicate a 34% (33.7%) internal trip reduction. In other words, 34% of the trips are internally generated and 66% are externally generated. Internal trips are trips that never leave the site because they are trips between land uses within the development. This result was determined to be a rather aggressive reduction so it was reduced to 20% which would bring the total number of external trips assigned to the external system to 80% or 88,800 daily trips. These trips were assigned to the external system based on the trip distribution percentages shown in **Figure 11**. Based on these assumptions, 65% of the external trips were assumed to use the new STH 29/CTH VV interchange and 35% were assumed to use the local roadway system.

Internally the trips were assigned to the local roadway system as shown in **Figure 11**. The trip assignments are only shown on the major corridors to assist in determining the roadway and intersection geometrics. The wider roadway sections were determined based on their estimated daily traffic volume. Roadway widths are generally based on the following thresholds:

6 Lane - minimum 24/30,000 trips per day
4 Lane - minimum 12/15,000 trips per day
3 Lane - maximum 24,000 trips per day
with multiple driveway accesses

Recommended roadway widths are shown in **Figure 13**. Roundabouts are recommended at all major intersections. The major intersections were determined based on the traffic volume projections as well as the intersection locations. The recommended intersection treatments are shown in **Figure 13**.

	Enter	Exit	Total	Single use trip gen est.
Hotel	408	408	816	816
Mixed-Use	4257	3884	8141	10752
Business/ Prof.	3016	3640	6657	16040
MF Residential	714	160	874	3750
Retail/ Hospitality	1984	1354	3338	12320
Large Retail	15083	15083	31048	42504
Institutional/ Office	10115	10115	20230	20230
Civic/ Municipal	667	667	1334	1334
SF Residential	570	620	1189	3350
Total	36814	35931	73627	111096
Internal Capture	33.7%			

Table 3: Net External Trips for Multi-Use Development

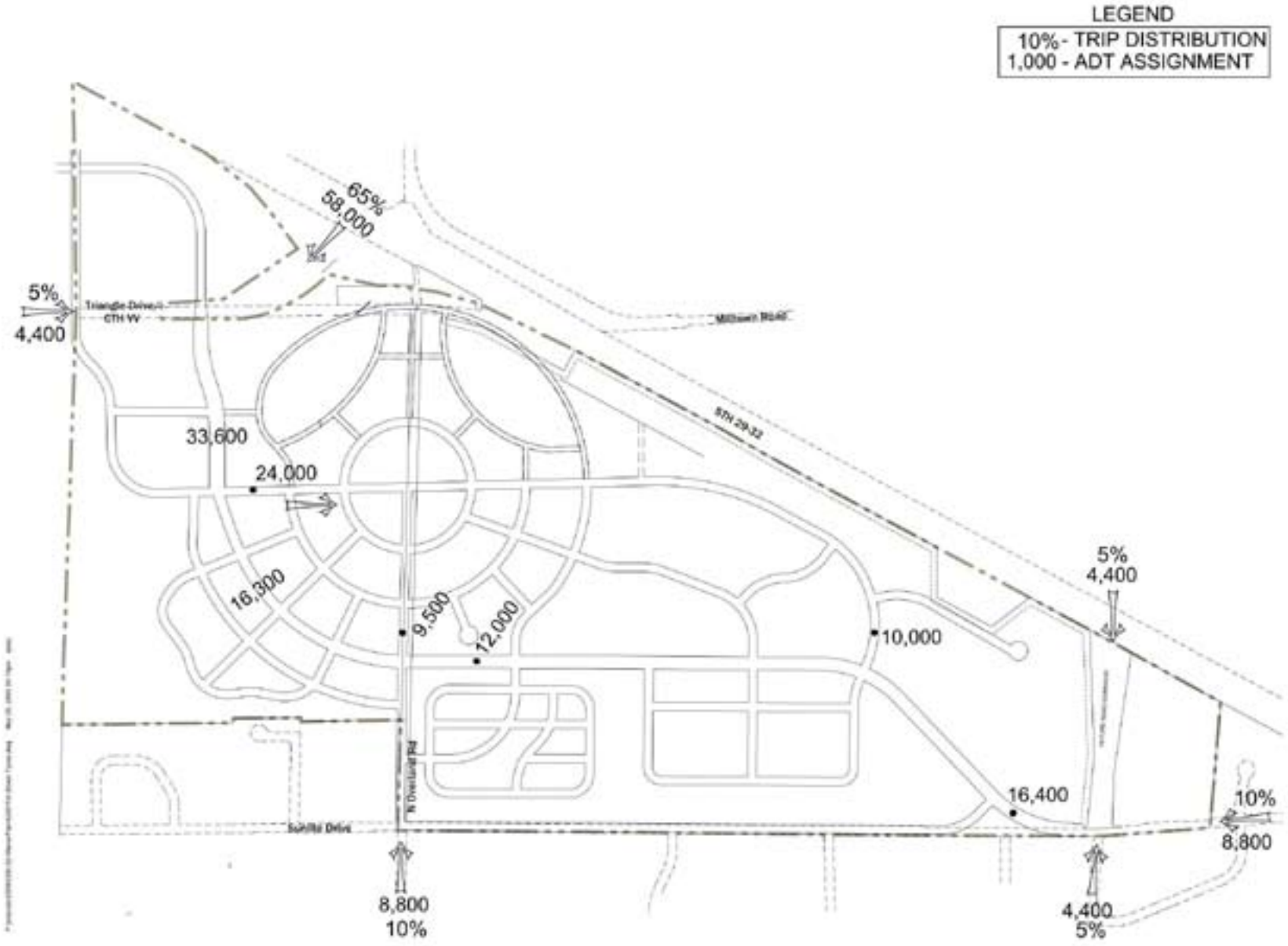
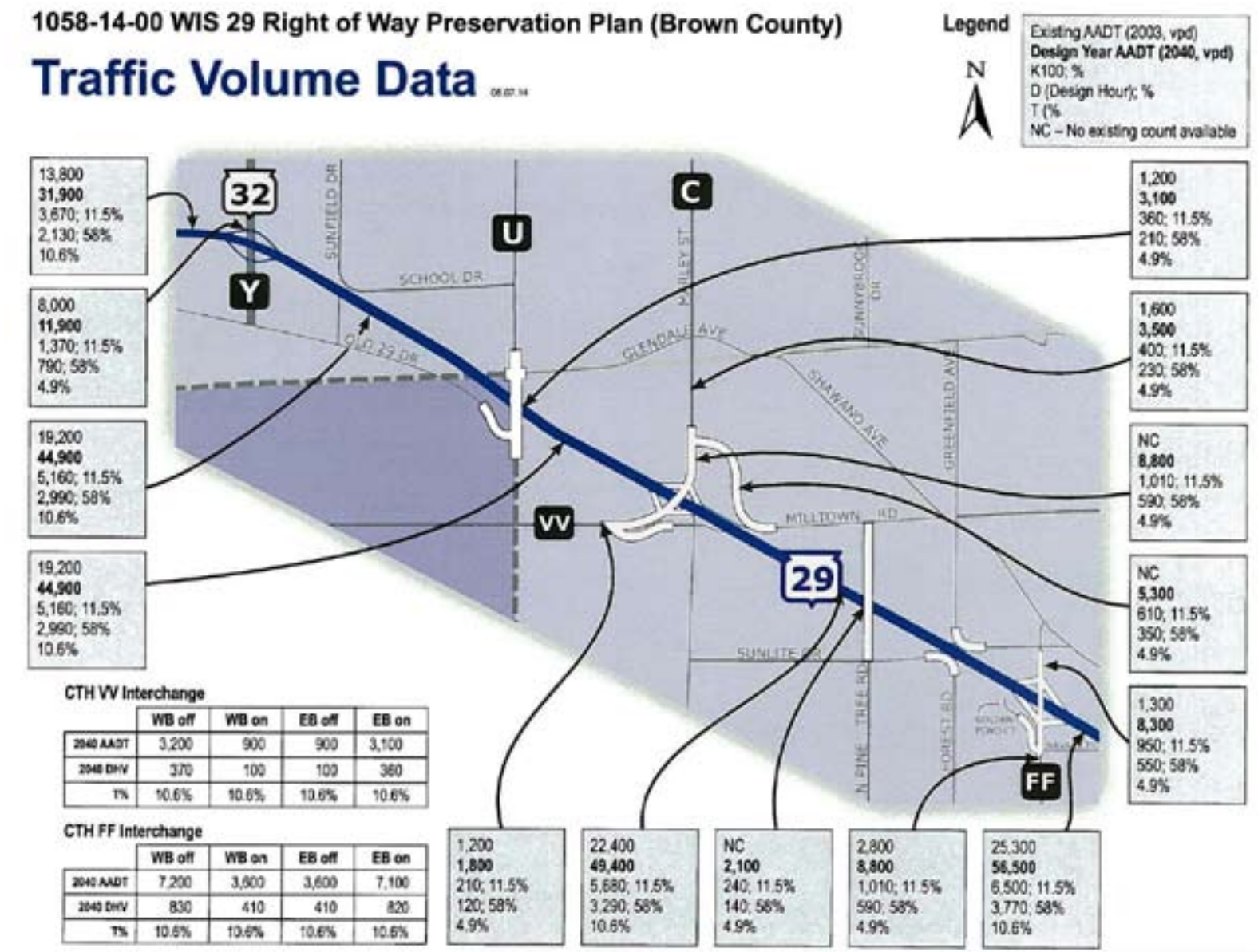


Figure 11: Trip Assignment and Distribution



	WB off	WB on	EB off	EB on
2040 AADT	3,200	900	900	3,100
2048 DHV	370	100	100	360
T%	10.6%	10.6%	10.6%	10.6%

	WB off	WB on	EB off	EB on
2040 AADT	7,200	3,600	3,600	7,100
2040 DHV	830	410	410	820
T%	10.6%	10.6%	10.6%	10.6%

Figure 12: Traffic Volume Data

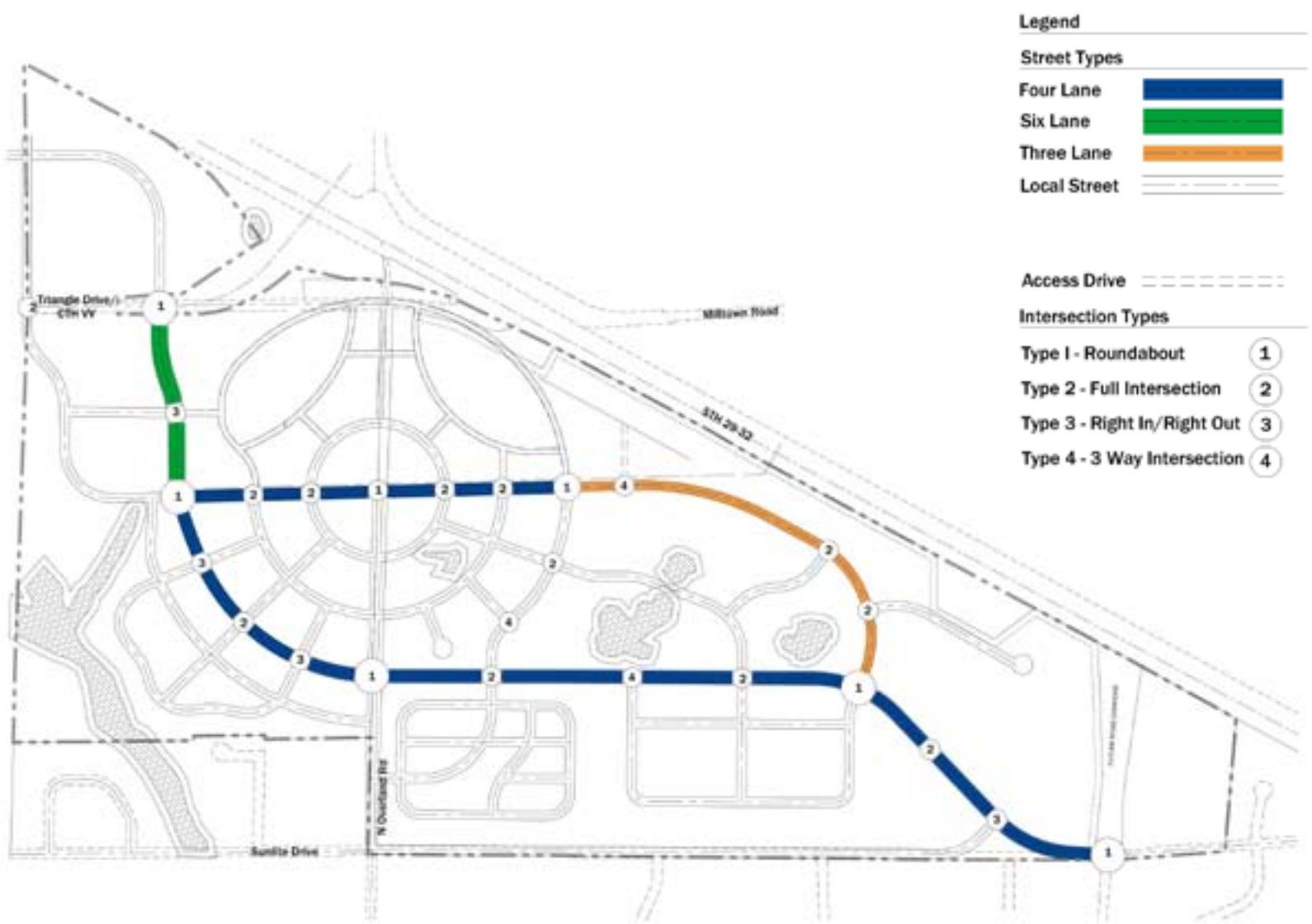


Figure 13: Roadway and Intersection Type

The hierarchy of the transportation system can generally be described as a four lane, arterial roadway functioning as the central spine of the development with two lane feeder streets providing access to the local development. There is a secondary arterial/collector system that provides access to the major retail component which transitions between a four lane to a three lane collector road.

Once the master plan is completed, and prior to the first phase of development, a more detailed traffic impact study should be performed. This will enable a more accurate intersection analysis for final design and to reconcile the traffic projections used by WDOT for the design of the STH 29/32 corridor and interchanges shown in **Figure 12.**

Street Design

The Centennial Centre development has a hierarchy of streets based on the function each street serves. There are four major streetscape types within the development: a six lane, four lane, three lane, and local roads. Each street type has a specific organization and embellishment of amenities depending on its location and use. The following is a description of each street type:

SIX LANE

The six lane road segment (**Figure 14**) is located in the northwest quadrant of the property. As described in the transportation section of this report, it is designed to handle a large vehicular capacity. The impetus of this high vehicular count stems from a newly proposed interchange off of STH 29/32, which will enter the site from the north and the proposed large retail land use in the northwest quadrant of Centennial Centre. Much of the lane designation was developed to accommodate the need for turning movements, ultimately mitigating congestion.

A large roundabout is proposed as a northern entrance into the site. This will accommodate a fluid flow of traffic in and out of the site and create an opportunity for a significant entrance gateway for Centennial Centre. Wherever possible, and when turn lanes are not required, planted medians will be incorporated into the street design. Pedestrian scale lighting will light the majority of the corridor. However, due to the width of the street, a taller roadway light that complements the pedestrian scale light will be needed to meet photometric requirements for this road type. Pedestrian crossings will be detailed with accent paving and bumpouts to promote a very visible and safe pedestrian crossing. No parking will be accommodated in the six lane segment.

FOUR LANE

The four lane road segments (**Figure 15**)are developed as a major transportation spine for the development and create an aesthetic highlight for the retail and civic districts. The four lane segments are divided by a wide central median. Curb cuts will be limited along the four lane segments to allow for fluid vehicular and pedestrian movement. There are no parking accommodations included in the four lane segment.

The median will be depressed and sloped, serving as a significant stormwater conveyance function for the development. Stormwater will enter the median via curb cuts and flow through the median eventually being distributed to the entire stormwater network. The median will be designed to temporarily detain stormwater. Plantings in the median will assist in filtering stormwater as it passes through the system. The central median will be planted with native grasses, native ornamental plants, and deciduous and ornamental trees which emphasize the green initiatives adopted by Centennial Centre.

The central median will also hold pedestrian and roadway lighting. Decorative banners holding the Centennial Centre theme will be mounted to the light poles, creating a strong linear theme through the development. Wayfinding signage will also be located in the median to assist patrons entering the development in finding their final destination.

The north side of the road will hold a 10' wide pedestrian facility. This amenity will serve as the main pedestrian spine, connecting to the multitude of uses throughout the development. Separating the pedestrian facility will be an 8' wide terrace which will also be ornamentally planted with native vegetation. Pedestrian lights will be located in the terrace to light the pedestrian facility and assist in developing a uniform photometric for the road. Banners and wayfinding signage will be mounted on the light poles where needed.

Intersections at local streets in the four lane corridor will emphasize safe pedestrian crossings with clearly marked pedestrian zones constructed of accent pavements Roundabouts will be developed at major thoroughfare intersections. These roundabouts will hold secondary signage elements for Centennial Centre. The signage elements will further emphasize the "Old World" theme of the development and be accented with native plantings and stormwater features. The roundabouts will further emphasize the safe pedestrian crossing initiatives by clearly marking pedestrian crossing zones with accent paving.

THREE LANE

The three lane segment (**Figure 16**) is located in the Business/ Institutional District centered in the development. The road segment is designed with two through lanes and a central turn lane (TTWTL). There will be many curb cuts in this segment. The central turn lane will allow access into the businesses while minimizing backups and congestion.

The north side of the road will hold a 10' wide pedestrian spur off the central pedestrian spine. This spur will act as a strong connection for commuters and pedestrians to the businesses and offices along the corridor, as well as a direct link to the central retail and civic districts. An 8' wide terrace will separate the pedestrian facility from the roadway. The south side of the road will hold an 8' wide terrace and 5' wide concrete sidewalk.

The roadway will be lit by pedestrian lights located on both sides of the road. Decorative banners holding the Centennial Centre theme will be mounted to the light poles, further emphasizing the theme of the development. Wayfinding signage will be located in the terrace to assist patrons in finding their desired destination.

The green theme will be expressed along the corridor with plantings of native grasses, native ornamental plants, and deciduous and ornamental trees in the terraces on both the north and south side of the roadway. Where possible, the terraces will also serve as a conveyance for stormwater.

LOCAL STREETS

The majority of roads traversing the site are classified as local roads (**Figure 17**). These road types are traditionally designed within a narrower right-of-way. The local roads take on a variety of aesthetic embellishments based on the land use in which it is located. Depending on the land use that the roads travel through, parking may or may not be associated with the design.

Village Centre Mixed-Use District

On-street parking is extremely valuable for this district. It creates a valuable support to the retail uses throughout the district. Angled parking will be designed into one side of the street in order to maximize parking throughout the area. There will be a high concentration of pedestrian use in this area. The entire 12' terrace will be paved to accommodate this heavy pedestrian activity. The 12' terrace will also allow for retail uses, such as sidewalk sales, cafe dining, and street performances. The majority of the pavement in the pedestrian zone will be scored concrete. The concrete pavement will be accented by fields of brick pavers. The street and pedestrian zone will be lit with uniformly spaced pedestrian lights situated against the back of the curb. Street trees will be planted in open tree pits. The tree pits will be planted with ornamental perennials and shrubs. The tree pits will be located between the street lights. Decorative banners

holding the Centennial Centre theme will be mounted to the light poles expressing the development theme. Benches, trash receptacles, and bike parking amenities that complement the streetscape design and match the "Old World" theme will be strategically located throughout the pedestrian zone.

Business/Professional and Institutional Districts

The streets throughout this land use will not accommodate parking. Parking will be provided within the private developments. The road will be constructed of two lanes with 5' sidewalks flanking either side of the road. A 10' wide terrace will separate the road from the sidewalk. The terrace will hold the pedestrian scale lighting that will uniformly light the roadway. Decorative banners holding the Centennial Centre theme will be mounted to the light poles further emphasizing the theme of the development. Wayfinding signage will be located in the terrace to assist patrons in finding their desired destination. The terrace will also hold shade and ornamental trees to soften the hard street environment. Where possible, the terraces will also serve as a conveyance for stormwater. Pedestrian crossings zones will have clearly designated striped pedestrian crosswalks.

Residential District

Parking will be allowed in the residential land use area. The road will be constructed of two lanes with 5' sidewalks flanking either side of the road. A 4.5' wide terrace will separate the road from the sidewalk. The terrace will hold the pedestrian scale lighting that will uniformly light the roadway. The terrace will also hold shade and ornamental trees to complement the residential environment. Due to the narrow terrace, stormwater conveyance will not be designed into the typical cross section. Pedestrian crossings zones will hold bump-outs to slow traffic and have clearly designated striped pedestrian crosswalks.

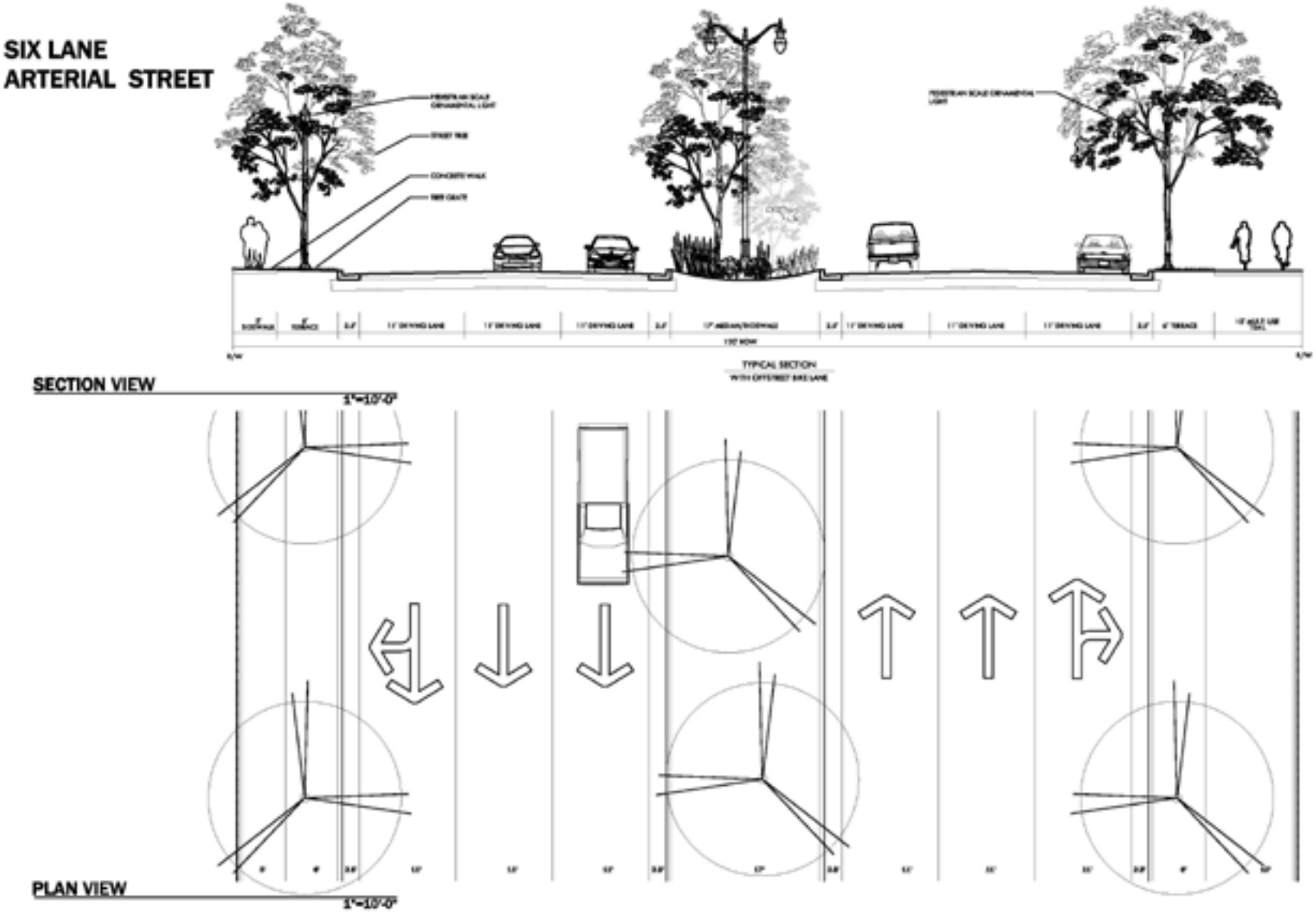


Figure 14: Typical Six Lane Roadway

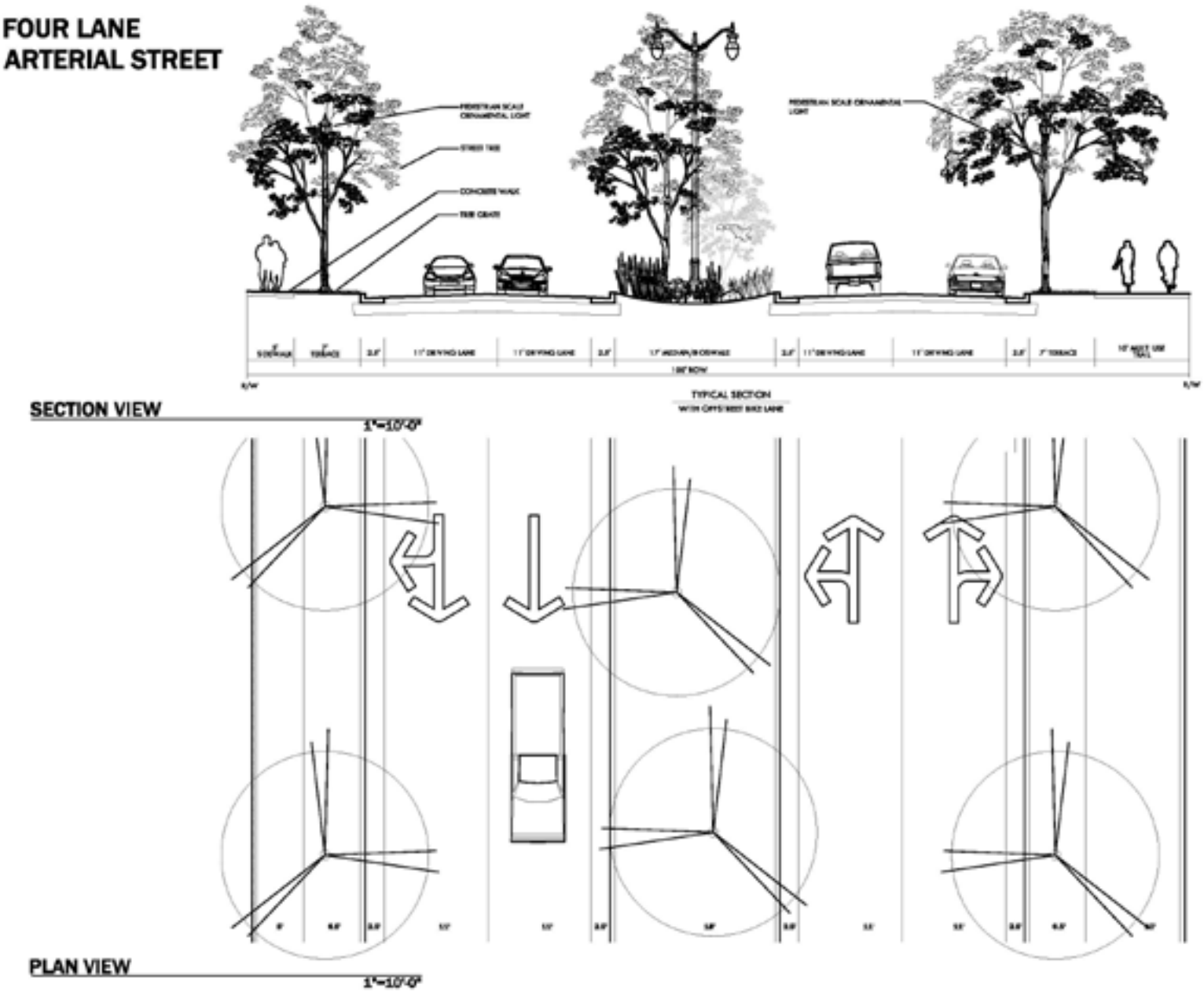


Figure 15: Typical Four Lane Roadway

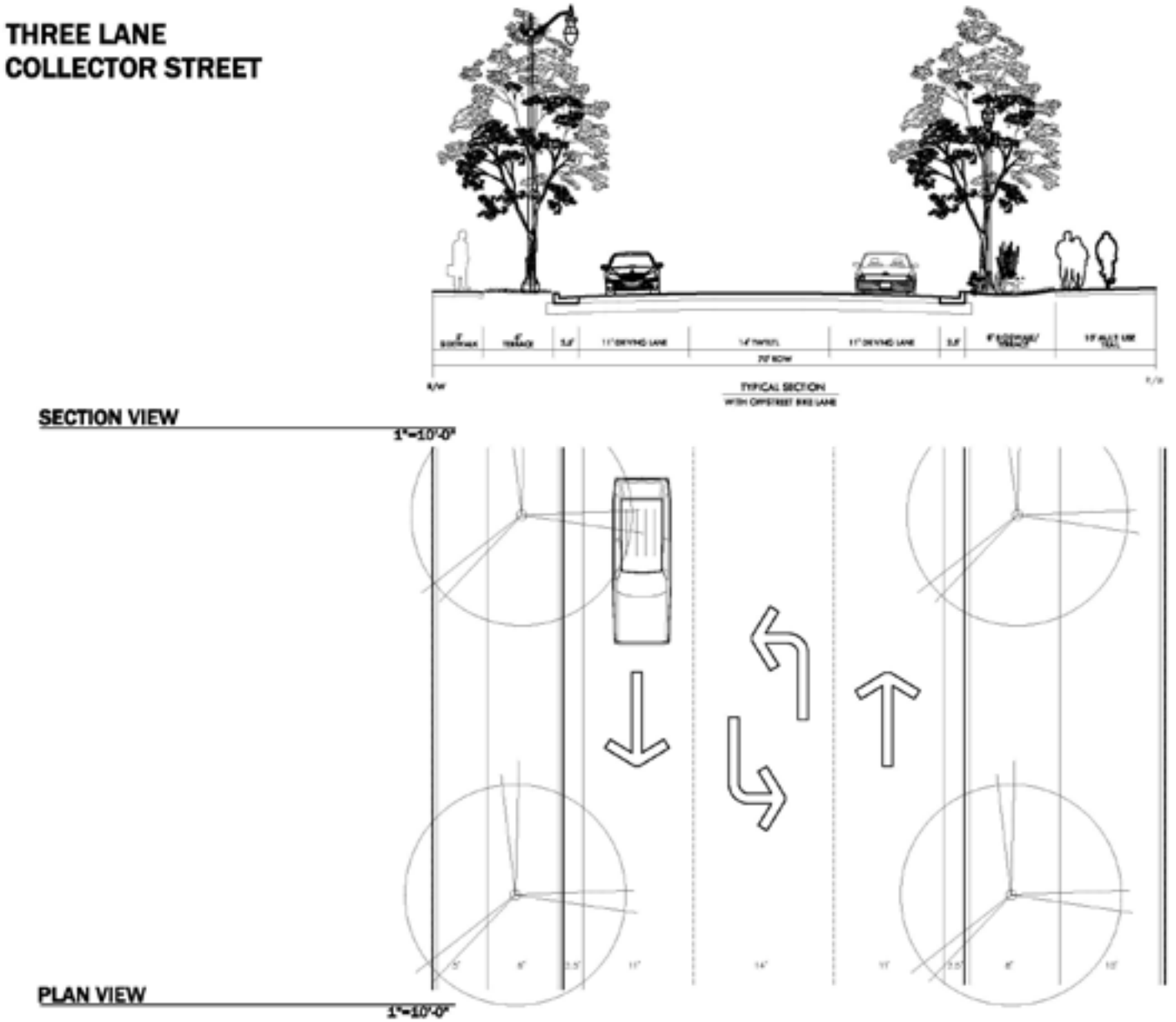


Figure 16: Typical Three Lane Roadway

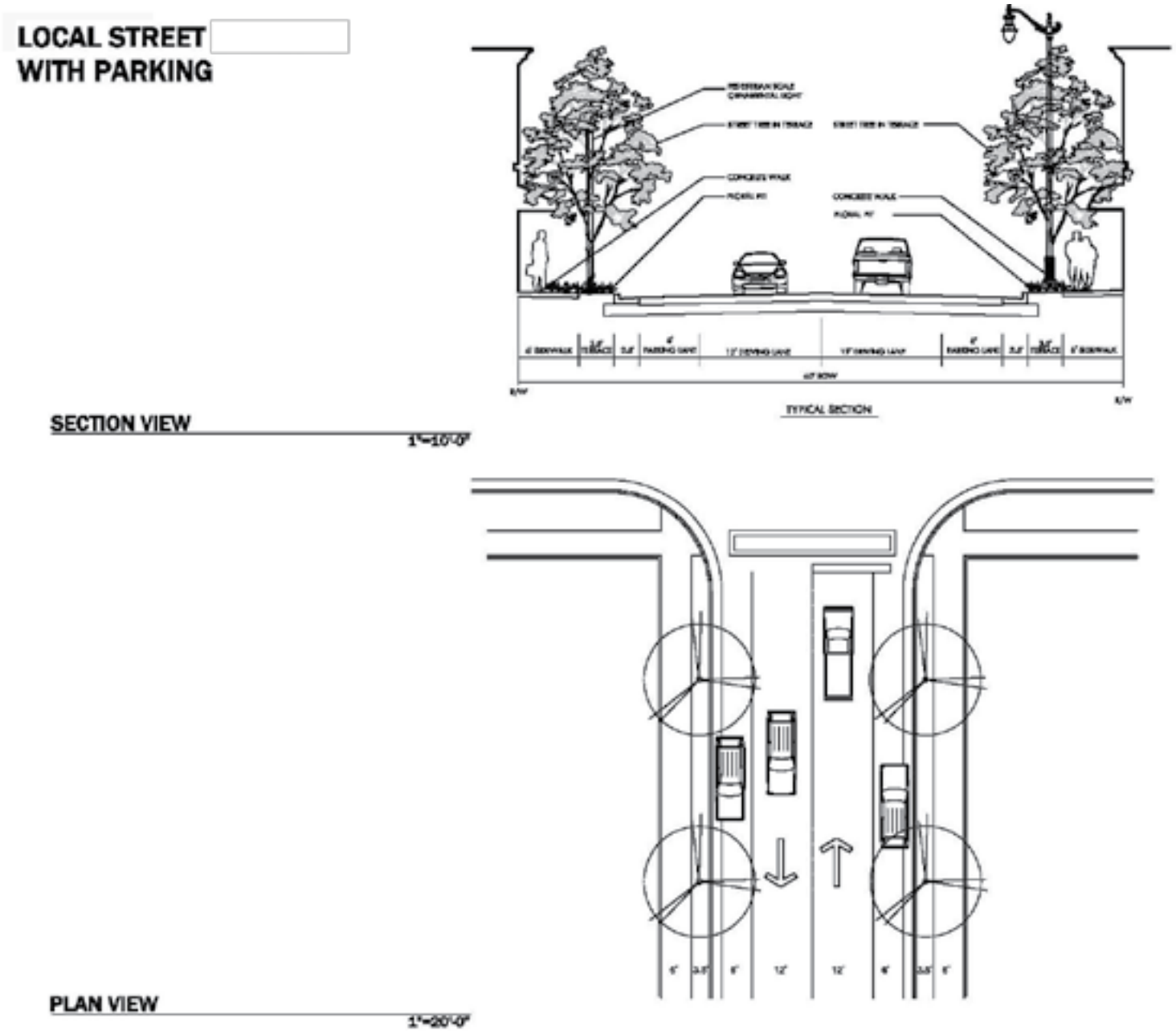


Figure 17: Typical Local Roadway

MULTI-PURPOSE PEDESTRIAN PATHS

Pedestrian paths for Centennial Centre will be a multi-modal facility constructed of asphalt. The pedestrian path will be the main pedestrian circulation system for the developments. Two of the main thoroughfare streets will have a 10' to 12' wide path along one side of the road (**Figure 6**).

Spurring off the central pedestrian path will be a series of paths that connect to the town center, residential district, Centennial Park, multi-family district hospitality district. These paths will either be adjacent to roads or be an off road path system. The incorporation of a pedestrian path system allows the elimination sidewalks in the development. The paths will be well lit with thematic pedestrian lights for 24 hour use.

Paths along the roads will be separated from the road with a wide terrace. The terrace will hold shade and ornamental trees and have large bands of native landscape plantings to soften the road and path. Pedestrian stops, fitted with shade structures, benches, trash receptacles, and informational kiosks will be strategically located along the path system. Off road facilities will be lit for 24 hour use and accented with bands of native landscape plantings

INTERSECTIONS

There are four intersection types designated for Centennial Centre. Each intersection will take on a different form but all intersections will be designed to provide traffic calming for the development and ensure a safe and fluid pedestrian crossing. Each intersection will have an increased light level to reduce conflict between vehicles and pedestrians. Intersections with heavy pedestrian activity will have the crosswalks paved with unit pavers or stamped colored concrete to clearly designate the pedestrian way in the intersection.

A highlight for the development will be the incorporation of roundabouts at strategic intersections. Roundabouts will act as a major gateway entry into the development as well as highlighting the entrance to specific districts. Roundabouts at the main entry to the development will be larger and hold thematic sculpture or architectural elements that convey the "Old World" theme of Centennial Centre. The entry roundabouts will be elegantly planted with a formal organization of ornamental trees, shrubs, native plantings, and perennials. The district gateway roundabouts will be smaller in form. The roundabouts will be planted to complement the surrounding district landscape and also hold smaller thematic architectural and sculptural elements.

At major traditional intersections, bump-outs could be added to increase pedestrian safety and promote traffic calming. Bump-outs could be paved with concrete unit pavers and defined by open planters. The planters could be planted with shrubs and floral accents and also be a great location for the placement of gateway elements, sculpture displays, wayfinding, informational kiosks and interpretive signage. Along with the bump-outs, striped crosswalks could be replaced with colored concrete pavement or concrete unit paver pavement. Some streets have a peak hour parking restriction which will not allow for bump-out installation.

Part Four: Stormwater Management

Stormwater Management

The 600 acre site that Centennial Centre sits on is a very flat site. Soils throughout the site are heavy clay which limits quick infiltration but is very beneficial for developing retention opportunities. The majority of the site flows to the south towards the Trout Creek basin. The northern third of the site flows towards the STH 29/32 highway corridor. Stormwater enters the drainage channel running parallel with the highway and then flows off site to the east.

Much of the land use layout was driven by the existing on-site drainage. The intent of the final land use plan was to integrate as much of the stormwater as possible into an overland conveyance system rather than the typical catch basin and pipe type system. A number of benefits come from developing such a stormwater system. The most obvious benefit of an overland system is cost.

By eliminating the need for structures and underground infrastructure, the cost to install and maintain a stormwater system are greatly reduced. A secondary benefit is the ability of this overland system to create a green ribbon throughout the development. This green ribbon becomes a strong unifying element that ties districts together and shows the Village's commitment to a new sustainable future.

The overland stormwater system can also be a strong educational component for the development. The entire development could be utilized as an outdoor lab to educate students, residents, and patrons to the beneficial attributes and function of an overland stormwater system. A system of pathways will string along the stormwater feature with intermittent interpretive signage strategically located to show off the highlights of the system.

There will need to be detention and retention ponds throughout the system. This retention/detention basin will be located in highlight areas of the development to capture their aesthetic attributes. They will be located at major intersections surrounding and acting as a back

Existing Site Drainage

Proposed Site Drainage

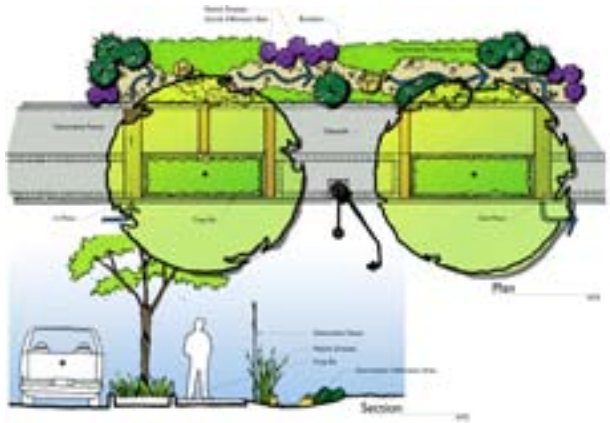
drop for entrance signage and gateway elements into the development. **Figure 18** shows the final stormwater management plan

BIO-SWALES AND STORMWATER AREAS

Stormwater treatment throughout Centennial Centre will be a major design element. Stormwater conveyance features will be strategically placed to slow the flow of water in rain events and increase infiltration levels. In some scenarios the street will contain a widened boulevard with a bio-swale in order to create larger areas within the right-of-way to allow stormwater infiltration. In other scenarios, particularly where the narrowed right-of-way does not allow for a boulevard, widened sections of street terrace will accommodate bio-swales. In addition to beautifying the streets, these stormwater features will serve in the filtration and detention of stormwater.

Bio-swales and stormwater areas, including detention and retention basins, should be planted with vegetation that can handle the fluctuating water levels. Decorative gravel flow-ways centered in the planting areas will help increase infiltration. Accent boulders should be placed throughout the plantings to complement the gravel and maintain a natural aesthetic. Plantings should have multi-season interest and low maintenance needs.

Greenways, parks, and open space within Centennial Centre will also be utilized for stormwater infiltration and as detention areas. Educational signage describing the stormwater treatment of the site will be woven throughout Centennial Centre.



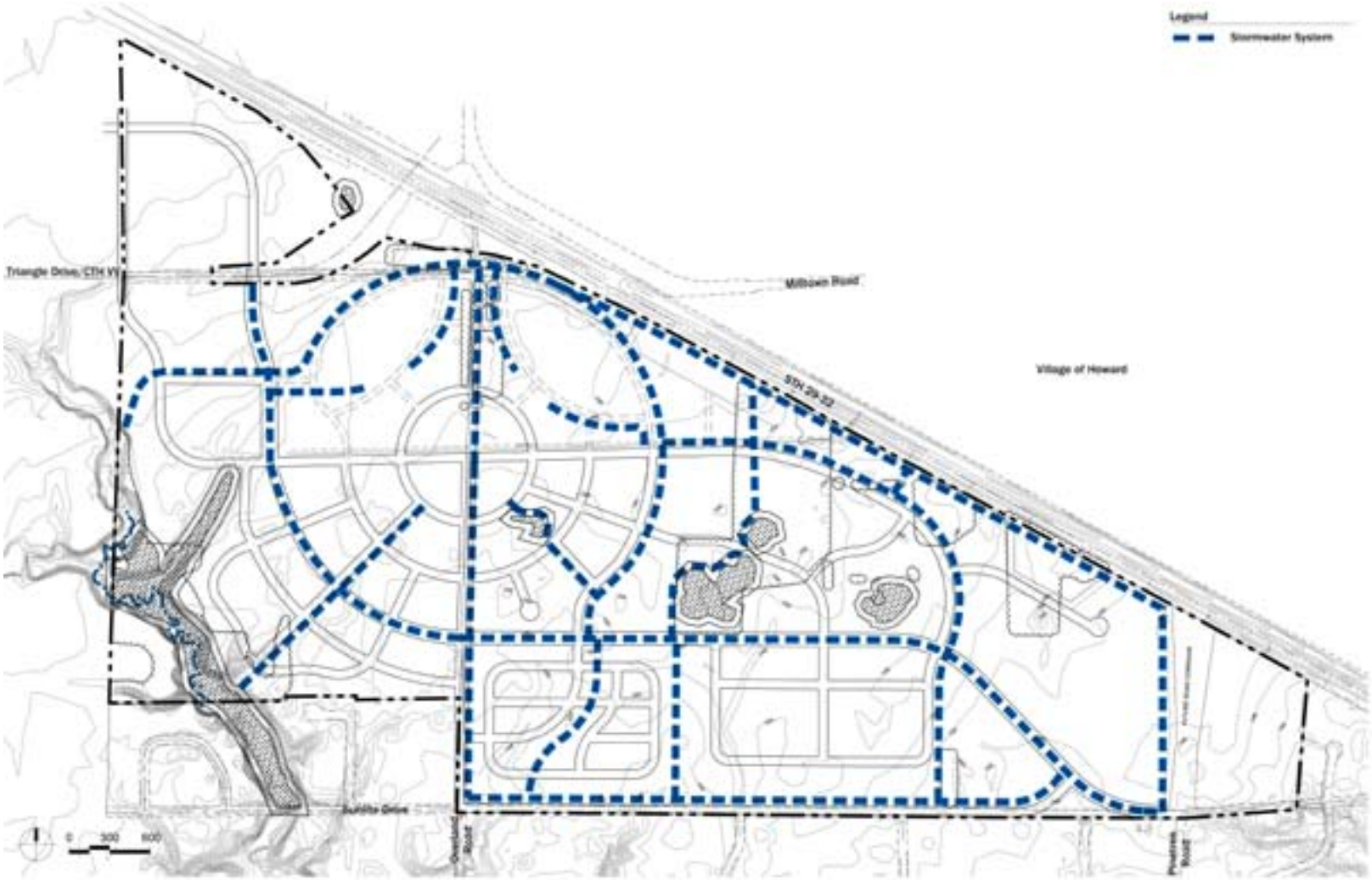


Figure 18: Stormwater Management Plan

Part Five: Streetscape

Streetscape

Streetscape design is critical in establishing a unified design theme and identity for the Centennial Centre at Hobart. There are many street types that make up the circulation network for Centennial Centre. Right-of-way widths, lane configurations, intersection configuration, and streetscape amenities are more specifically described in future sections of the master plan document. However, as a general guideline, proposed street design should be composed of a mix of amenities that create a unifying character for Centennial Centre. Amenities and design applications to be incorporated into the streetscape include:

1. Thematic "Old World" or "Old European" pedestrian and roadway lights located to light the road and pedestrian way simultaneously
2. Wide sidewalks and on-street bicycle lanes should be provided to accommodate pedestrian and bicycle access to all use areas
3. Central medians that are planted with well organized beds of native grass and forbes, shrubs, shade and ornamental trees
4. The central median and terraces will be utilized as biofiltration basins that are part of the recommended stormwater management system for Centennial Centre
5. Use of pervious pavements such as unit pavers, porous asphalt, and porous concrete
6. Incorporation of benches and trash receptacles at major pedestrian gathering nodes
7. Decorative, seasonally changed banners mounted onto street lights or decorative poles
8. Incorporation of thematic wayfinding signage into the right-of-way

SITE LIGHTING

From major thoroughfares to residential streets, all roads need to be fitted with lighting. Lighting is one of the most dominant visible elements in a development. Light selection creates an opportunity to express and strengthen the theme of a development. Carefully orchestrated architectural composition, height, spacing frequency, and light quality will provide a strong unifying element for Centennial Centre.

Centennial Centre has committed to lighting its road system with a pedestrian-scale light wherever possible. There will be some situations where pedestrian lights alone will not be able to provide enough illumination to light a road or intersection. In these circumstances a taller roadway light will be incorporated to provide the appropriate light levels.

The Village of Hobart has decided to develop a custom light to create a unique identity for Centennial Centre. The pedestrian light selected will be an off the shelf pole and fixture. To customize the light, a series of blue translucent panels will be added to the top of the fixture. Light will be directed to the top of the fixture, creating a soft blue glow. Other non visible customizations will be to fit the fixture with a LED light source, assure that it is dark skies friendly, and selecting a light that is manufactured locally.

WAYFINDING SIGNAGE

Wayfinding is a method of directing people into and around the community through the use of readable and easily identifiable sign graphics. Simply put, it is finding your way. A consideration in wayfinding is to locate signs in a logical consistent manner along travel routes used by autos, buses, bikes, or pedestrians.

Wayfinding signs offer a repetitive, recognizable element in the streetscape by employing a system of distinctive logos, graphics, shapes, and color to communicate different messages.

Wayfinding is important because of the clear welcome, direction, and convenience it provides the visitor. It also affords an opportunity to communicate, to the visitor, Hobart's history and unique characteristics that make up Centennial Centre, as well as the unique retail and community destinations. Types of wayfinding signage include:

1. Directional signs direct people to specific public destinations throughout the community (i.e. special districts, civic buildings, parks, parking, etc.). These signs will be placed along major arterial streets prior to key intersections. An option to this sign type is to add the name of the approaching cross street.

2. Entrance signs announce the entry into a special place or district through the use of entry signs, arches or gates, banners, flags, landscaping displays, etc. This sign will be located at key entry points into the historic downtown. The design incorporates the community or special downtown logo, familiar shape, durable materials, and historic period mounting posts.

3. Informational kiosks are provided at key locations in the downtown to provide community and visitor information, maps, and community events; they are typically aimed at pedestrian traffic.

Centennial Centre Main Entrance Sign Concept

Centennial Centre District Sign Concept

Centennial Centre Kiosk Concept

4. Street signs designate streets and can hold the Centennial Centre logo, as well as unique and thematic mounting application.

5. Banners can hold the Centennial Centre logo, add color, have seasonal change, and can act as a strong thematic unification element for the development.

6. District markers identify the unique character of a specific district with the use of materials, composition, and color.

7. A community event board announces special community events along with dates, place, and time. These can be electronically controlled or manually changed reader boards. These are typically located along primary travel corridors where visitors and residents will notice them. It is a good idea to have an ordinance that requires the message(s) to be updated on a weekly basis.

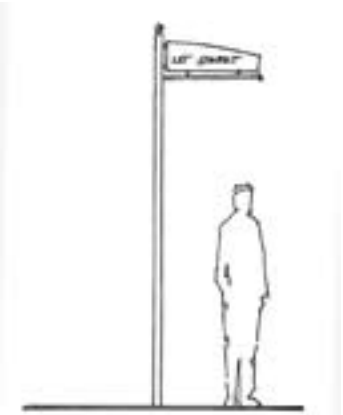
Wayfinding Design Parameters

The following is a list of parameters to consider in the design of the wayfinding signage for Centennial Centre:

1. Logo and Place Name - A key component of the wayfinding signage system is a logo that creates an identifiable image for Centennial Centre. The logo should be used on all sign types. The Village has developed a beautiful arch shaped logo composed of earth and warm-toned irregular blocks in color ranges including soft gold, caramel, muted burgundy, and deep earth brown. The arch-shape and block style derives from a preponderance of arched components visible within neighboring residential areas, and the earth tones were selected for compatibility with a desired natural environment. Beneath the arch in "Old World" font-style is "*Centennial Centre at Hobart.*"

2. Shape - A unique sign shape is beneficial in that the shape becomes familiar and obvious to the observer. The shape can be drawn from elements in local architecture or other patterns that reflect thematic character.

Centennial Centre Wayfinding Sign Concept


Centennial Centre Street Sign Concept

3. Colors - Another identifiable element in signage is the color palette. Light colors on dark backgrounds or dark colors on light backgrounds can greatly improve readability. Reflective white and colors should be used to enhance nighttime visibility. Trendy colors should be avoided as they will become outdated. Classic color combinations should be used to make the signs more timeless.

4. Materials - Many different materials can be used for signage including aluminum, wood, styrofoam, steel, brass, cast bronze, and iron. Recommended materials for pole mounted, directional, and street signs should be sheet aluminum with die-cut graphics on diamond grade reflective vinyl. Sandblasted wood or styrofoam could also be used.

5. Lettering - Letters should be sized for readability from a distance (1" letter height per every 40' of viewing distance). Stroke width and height should be taken into consideration in the design of the signs.

6. Mounting - Signs should be mounted utilizing methods best suited for their use. For example, aluminum sheet signs (trailblazer, directional) should be mounted to poles using extruded aluminum channels and stainless steel buckle brackets. This type of mounting allows the signs to be adjusted to keep them from protruding into roadways where they could be hit. Mounting heights should be 7' from grade to the bottom of the sign. Vandal-proof fasteners should be used. Ornamental brackets should be used to mount street signs to poles. Entrance signs, directional kiosks, parking lot entrance signs, etc. should be mounted according to their use with regards to wind loads, base requirements (i.e. concrete, steel, aluminum, iron), public safety, etc.

SITE AMENITIES

Site amenities will be incorporated throughout the entire Centennial Centre development. Amenities can support and strengthen the overall design theme and desired character of the area. Because of the dominant presence of amenities, it is critical to select amenities constructed with long lasting materials, sturdy construction methods, and availability to be easily replaced in the future. Amenities to be included in the Centennial Centre development include benches, trash receptacles, recycling receptacles, bike racks, newspaper and magazine vending stands, planters, picnic tables, café tables , drinking fountains, community clocks, tree grates, and bollards. Additional consideration to be given to site amenities include:

1. Select finish colors that stand the test of time and are not the trend of the period.

2. Incorporate logo or Centennial Centre theme into the construction of amenities.

3. The family of amenities needs to be coordinated so that color, materials, style, and composition all relate to one another and complement the surrounding architecture and site design.

LANDSCAPING

Emphasis should be placed on a natural, informal design approach, incorporating the use of native trees, shrubs, grasses, wildflowers, and natural materials such as local stone already present within the site and the surrounding area. A natural landscape theme should be a unifying design element for Centennial Centre at Hobart.

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. Mowed lawn areas may provide the transition to more naturalized landscape areas where native grasses, wildflowers, and informal massing of native plants define the site perimeter.

Landscape design should be coordinated to create a unified design character along the public streets, STH 29/32, the environmental corridor, common lot lines, and transition areas between zoning districts. Existing trees should remain.

Plant materials should be selected from the attached plant palette. Additional plant materials may be introduced but must be disease resistant and withstand urban conditions of high salt levels and drought. Indigenous species of plants or cultivars of native species should be used whenever possible.

Street Tree Planting

Street tree spacing should be 50' on center whenever possible, but locations must coordinate with lighting, driveway entrances, and intersections. Street trees should be planted directly in the terrace and tree grates should be avoided. Street terraces and boulevards will be planted with lawn unless bio-swale features are appropriate. See Bio-swales and Stormwater areas for plant types.

Buffer Areas, Landscape Edge, and Entry Areas

Much care should be given to the landscape surrounding the development and the appearance at main entrances. The following is a description of how these specific landscape areas should be treated.

Entry Areas

Providing boundaries, including vehicular and pedestrian arrival points, is important to the perception of a strong identity. Developing and enhancing these boundaries will help to define the location of Centennial Centre, assist people in navigating through it with a level of comfort, and remember its uniqueness through its thematic character. Entry areas shall include a combination of signage and planting to create a focal point and create a sense of arrival. Low to medium shrubs, perennials and ornamental grasses should be the dominant plant types.

Plant List

Trees
- Autumn Blaze Freeman Maple
- Accolade Hybrid Elm
- Sterling Silver Linden
- Heritage Hybrid Oak
- Ivory Silk Japanese Tree Lilac
- Regal Prince Hybrid Oak
- Redspire Callery Pear
- Forest Prince Serviceberry
- Adirondack Flowering Crab

Conifers
- White Pine
- Red Pine
- White Spruce
- Balsam Fir
- Canadian Hemlock

Shrubs
- Cool Splash Diervilla
- Ogon Spirea
- Grefsheim Spirea
- Iroquois Beauty Black Chokeberry
- Golden Glory
- Corneliancherry Dogwood
- Happy Centennial Forsythia
- Red Sprite Winterberry
- Summer Wine Ninebark
- Blue Muffin Viburnum
- Onandaga Viburnum

Perennial Grasses
- Shenandoah Switchgrass
- Northwind Switchgrass
- Blue Oat Grass
- Karl Foerster Feather Reed Grass
- Malepartus Miscanthus

Perennials
- Walkers Low Catmint
- Purple Smoke Baptisia
- Happy Returns Daylily
- Novem Sedum
- Montrose White Calamint
- Little Spire Russian Sage
- Fireworks Goldenrod
- Becky Shasta Daisy
- Rozanne Cranesbill
- Yellow Emperor Peony
- Krinkled White Peony
- Color Dream Heuchera
- White Swan Coneflower

Landscape Edge

The landscape edge treatment shall create a low semi-transparent vegetative buffer along State Highway 29/32. Low to medium shrubs, perennials, and ornamental grasses shall create a meandering edge but should not completely obscure sight lines from the roadway.

Buffer Areas

Landscape plantings used to provide natural screening should be made up of indigenous species and be able to withstand drought and high salt levels. Selections should be disease resistant and should be varied to avoid monoculture plantings. Plants with a variety of height, color, and structure should be used to provide a layered planting. A mix of tall and medium shrubs with multi-seasonal interest should be the dominant component of the planting. Smaller shrubs, with a mix of grasses and perennials, should be added to the planting mix to provide diversity, color, and texture to the buffer area.

Part Six: Public Spaces

Public Spaces

Public gathering and open spaces are an essential component in creating the desired aesthetic for new development. These spaces are often the heart of a development and support the need for community events and informal gatherings. They are valuable community gathering areas that create an opportunity to completely express the development theme in many forms and applications. They provide space for people to pause and relax. The areas provide valuable green space needed to create a softening and "green" relief to the built environment. Designed into the Centennial Centre Master Plan are two different approaches to people gathering, Village Square and the Community Park (**Figure 19**).

VILLAGE SQUARE

The centrally located Village Square has a more urban composition and supports the surrounding civic and mixed-use districts. It is designed to be a flexible space. Many days of the year, the Village Square will act as a support green space for the surrounding urban civic and retail districts; but, when needed, the Village Square can be converted into a space to hold large community events. The transformed space will be designed to hold portable stages, temporary vending stands, sculpture, and display areas. It will also provide benches and raised planters for a temporary respite from shopping and everyday business activities. There will be a variety of lighting applications in the space to develop an ambient lighting style that encourages a longer duration of use. The main lighting application for the space will be both the pedestrian scale street light and bollard type lighting. In order to achieve the desired night light aesthetic, the main light sources will be complemented by step lighting, recessed lighting, and spot lighting. 10' wide sidewalks accented by brick pavers will organize the space and create a direct connection to the adjacent retail space. Retail space will face out onto Village Square with a 15' wide pedestrian promenade transitioning into the greenspaces. The promenade will be covered with open pergolas and shade structures complementing the architecture of the adjacent buildings.

COMMUNITY PARK

The community park is designed to create a softer and more naturalized space for the development. It is also a larger space than the Village Square and can accommodate very large community functions. The main entrance to the park will be a community building that is surrounded by an entry plaza. The building will be designed to function for a multitude of uses such as music in the park, weddings, and family reunions. The plaza surrounding the building will be constructed of concrete and accented with bands of brick pavers. The plaza will be embellished with benches, raised planters, bike parking, kiosks, water fountains, and native accent plantings. A series of informal paths emanating from the entrance plaza will pass through the park and connect to the pedestrian path system. The paths will also connect to an interpretive path system surrounding the wetlands. The interpretive path will have intermittent interpretive signage stations explaining the attributes of wetlands and create viewing nodes into the wetlands. The main path system will be lit with pedestrian-scale lighting and accented with swaths of native plantings. The roadways surrounding the park will be planted with native trees, shrubs, grasses, and perennials creating a buffer to the surrounding urban environment. These native plantings will also accommodate the stormwater initiatives designed into the development and tie into the overall stormwater network. The central portion of the park will be a maintained lawn that is spotted with shade trees. This open lawn area is designed to accommodate more active recreation activities and larger gathering needs for the development

Part Seven: Architectural Design Guidelines

Architectural Design Guidelines

The following architectural design guidelines have been developed to assist the Village of Hobart in the implementation of Centennial Centre. These guidelines establish a set of standards that will create a unique ambiance and strengthen the Village's ability to achieve economic success. The intent of these guidelines is to encourage developers and their architects, landscape architects, engineers, and other design professionals to design thoughtful, creative, and functional buildings and sites. The purpose of these guidelines is to ensure that the development of buildings and sites in Centennial Centre relate through attractive and coordinated design, express pedestrian scaled details, and include well placed site features that create diversity in the landscape.

These architectural design guidelines are organized into two primary parts:

- General Design Guidelines for all land use districts within Centennial Centre
- Specific Design Guidelines for each land use district within Centennial Centre

This organization provides principles, standards, and guidelines that are common throughout the development and that highlight design elements that are specific to the character of certain areas and development types.

GENERAL DESIGN GUIDELINES

The following general design guidelines relate to the design of buildings and sites for all land uses within Centennial Centre. It is the expressed desire of the Village of Hobart that an "Old World" or "Old European" theme should be encouraged for Village Centre. However, the intent of these guidelines is to provide for individual flexibility and creative expression that will contribute to an overall "Old World" character.

The design of buildings and sites is critical to shaping the desired character of Centennial Centre. New buildings provide the opportunity to enliven the public streetscape, complement the Village character and provide inviting spaces for pedestrians.

Design begins with the suitability of the building for its purpose and its use. Additional design considerations include the choice of building materials, massing, proportion, scale, orientation, landscaping, public spaces, relationship to adjoining buildings, and the use of other thematic elements that contribute to the character of the proposed development.

Buildings and sites should be organized to create a unified campus with a well-designed pattern of streets, drives, and parking areas; pedestrian connections; stormwater management; and open spaces for public use and enjoyment.

Quality craftsmanship should be stressed in the construction of all buildings and sites in Centennial Centre. Poor implementation will have a detrimental impact on the project and the community's image.

Building Design Guidelines

Buildings should share a common architectural language communicated through coordinated elements such as materials, scale, roof lines, rhythm of window and door openings, and building placement. Generally, building design should consist of a base, body, and cornice that are clearly distinguishable through changes in materials, colors, and profile.

Key design considerations for expressing the Village's desired "Old World" theme include:

- The use of brick and stone as primary building materials
- The use of sloped roofs
- Avoid designs that copy historic styles
- Design well-proportioned buildings with the building entrance as the focal point for the facade and a pleasing rhythm of windows and other architectural details

The following additional design guidelines should be considered for all buildings within Centennial Centre.

1. Break up the building mass. Avoid blank walls with little differentiation or scale providing elements. Horizontal massing should not exceed a height to width ratio of 1:3 without variation in massing changes in height and setbacks.

2. Create buildings with details and proportions that are scaled to the pedestrian.

3. Consider the use of varied roof forms, windows, trim, and other architectural features that will provide scale and visual interest to the buildings.

4. Building height adds character to the street. Two story buildings are encouraged with additional stories where appropriate.

5. Design all visible sides of buildings.

6. Encourage franchises to incorporate design features that complement the theme and character of Centennial Centre.

7. All buildings should have clearly defined and attractively designed entrances.

8. Building design should express the building's function in a simple, direct, and distinctive manner.

9. Maintain buildings and sites in good condition.

10. Encourage green design applications. Encourage the use of natural and sustainable building materials.

11. Screen mechanical equipment or architecturally integrate mechanical equipment into the building design.

Site Design Guidelines

Site design refers to the physical arrangement of buildings, walkways, parking lots, lighting, stormwater design, landscaping, and other elements on the property. The arrangement of these elements contributes to the functional and aesthetic character of the site, and ultimately, the entire district. Site design that places attractive buildings closer to the street strengthens the character of the street and creates a more pedestrian scale for the district. The following general site design guidelines apply to all land use districts within Centennial Centre.

1. Provide landscaping or decorative walls or fences to help define the street edge and provide an attractive relationship between the building and the street.

2. Connect building entrances to the public sidewalk.

3. Provide downward aimed "cutoff" site lighting that complements the public street lighting design.

4. Screen trash, service, and loading mechanical equipment and utility areas with architectural elements that complement the building design.

5. Where appropriate, the site design should incorporate existing natural features such as wooded areas, wetlands, and topography.

6. Utilize bio-swales, rain gardens, porous pavements, etc. to promote stormwater infiltration on private lots.

7. Utilize stormwater infiltration features as part of the landscape design for the site.

8. Provide shared stormwater management facilities, such as bio-swales, along common lot lines.

9. Provide adequate bicycle parking facilities.

10. Provide a landscaped, open space design that utilizes native plants and natural materials to complement the natural landscape theme for Centennial Centre. (See Part 5: Streetscape.)

11. Provide outdoor spaces for customer and employee use.

12. Provide site amenities and lighting fixtures that complement Centennial Centre.

13. Coordinate landscaping with adjoining lots.

14. The design of private lots should incorporate stormwater facilities, trails, and landscaping that are part of the comprehensive system design that interconnects all Centennial Centre land use districts.

Parking Design

1. Generally, parking should be located along the sides and rears of buildings.

2. Encourage bio-swales and porous paving in parking areas to promote stormwater infiltration.

3. Provide downward aimed "cutoff" light fixtures that complement the building and site design.

4. Provide pedestrian walkways in parking areas to connect with building entrances.

5. Encourage shared parking lots, where appropriate.

6. Provide landscaping to soften the visual impact of parking areas.

7. Provide landscaping or decorative walls and fences to visually screen parking lots that adjoin streets.

8. Provide for snow removal that will not harm or kill plants.

Private Street Design

Some parts of Centennial Centre may be served by private streets such as the large retail district. Private streets should be designed based on the following guidelines:

1. Provide lighting and streetscape amenities that promote pedestrian safety and character and complement the Centennial Centre theme.

2. Provide sidewalks and bicycle lanes to promote safe pedestrian and bicycle access to all use areas.

3. Provide street trees and other landscape plantings along private streets.

4. Encourage porous pavements and bio-swales to promote stormwater infiltration as part of the street design.

5. Encourage traffic calming features (e.g., crosswalks, bumpouts, medians, etc.) to slow traffic and promote pedestrian safety and character.

6. Provide shared driveways to minimize curb cuts and improve traffic flow within the district.

Signage Design

Building and site signage can have a strong visual impact on the theme and character of Centennial Centre. Careful consideration should be given to the design of signs and their application. Key elements of sign design include size, location, color, materials, lettering style, and lighting. The following guidelines support the design of signage for private buildings and sites within Centennial Centre.

1. Preferred sign types include building mounted signs and free standing monument signs.
2. Signs should be simple and easy to read.
3. Sign colors and materials should complement the building design.
4. Building mounted signs and their placement should fit the character of the building and not obscure architectural details.
5. Building mounted signs should generally be centered within a prescribed signage area for the building.
6. Attractively designed sign panels and individually mounted backlit letters are preferred forms of building mounted signage.
7. Free standing monument signs should include landscaping.
8. Sign size and scale should be in proportion to the building while allowing for appropriate visibility.
9. Buildings and site signage should be designed as a coordinated family of signs.
10. A concealed light source is the preferred method for lighting monument signs. The use of discreet, well-designed, building mounted light fixtures is the preferred method for illuminating building mounted signage.
11. Signs should be constructed with durable, attractive materials.
12. Billboards, roof top signs, and pole signs are discouraged.

ECO/Sustainable Design

In addition to these design guidelines, all developers are encouraged to employ a sustainable design approach for their developments. Sustainable design focuses on the use of renewable resources to maximize environmental preservation and sustainability. These eco-applications should be researched by developers and their designers to identify design approaches that are appropriate to the budget, function, and aesthetics of their proposed developments. The following list includes eco-business park design approaches that can be considered as part of an environmentally integrated development program.

1. Orient buildings on the site to maximize natural light, ventilation, and solar energy opportunities.
2. Green roofs.
3. "Dark sky" exterior lighting systems.
4. Mechanical systems that utilize renewable energy (solar, wind, geothermal) and minimize greenhouse gas emissions.
5. Rain water collection and storage for site irrigation.
6. Grey water technology.
7. Biofiltration basins and swales to promote infiltration and groundwater recharge and reduce sediment runoff.
8. Oil, grease, and sediment traps for parking lots.
9. Porous paving.
10. Drought tolerant landscaping to limit water use.
11. Low flow plumbing fixtures.
12. Energy efficient and environmentally save maintenance practices (reduced mowing, reduced pesticide use, "green" cleaning products).
13. Transportation Demand Management (TDM) programs.

SPECIFIC DESIGN GUIDELINES

The following design guidelines supplement the General Design Guidelines and highlight design elements that are specific to the character and design of each land use district within Centennial Centre.

Single Family Residential District

The following guidelines support the development of small, affordable single family detached homes and attached row houses on small lots that are organized to create an attractive neighborhood.

1. Single family homes should be designed with architectural details that provide visual interest and human scale for the street and the neighborhood.

2. Provide decorative fences and landscaping to visually define the single family lot at the street.

3. Recess garages from the front facades to minimize their visual impact on the home design.

4. Single family homes should have a clearly defined street-oriented entrance. Entrances should be articulated with roof overhangs and other architectural features.

5. Front porches are encouraged. Porches should be covered by a roof with a minimum depth of 6' and constructed with materials that relate to the design of the home.

6. All yards should be attractively landscaped.

7. Walkways should connect the residential entrance to the street.

Multi-Family Residential District

The following guidelines support the development of multi-family, multi-story apartment and condominium buildings organized as part of a unified and coordinated multi-building development.

1. Buildings should be organized to present an attractive frontage to the street.

2. Surface parking lots should be well designed and landscaped. Below building parking is encouraged, if feasible.

3. Provide variation for the building mass through the use of projecting bays and porches, upper level step-backs and offsets to the primary building facade. Avoid large, undifferentiated building walls and rooflines.

4. Primary building entrances should face the street. All building entrances should be connected to the street by a paved walkway.

5. All sites should be attractively landscaped in a manner that complements the building design.

Mixed-Use Residential District

This district allows for either Business/Professional or Multi-Family Residential uses or a blend of both. The following design guidelines, which supplement the specific guidelines for each use, should be considered when both uses are integrated as a mixed-use development.

1. Provide a unified, campus style development.

2. Provide landscape buffers between uses.

3. Locate residential uses away from high traffic office uses.

4. Locate residential uses adjacent to other residential uses.

5. Organize office and residential uses around open spaces that can provide passive recreation opportunities and stormwater management.

6. Office parking and loading areas should be located in the rear yard when office and residential uses share the same street. Emphasis should be placed on well-landscaped front yards and a streetscape design that promotes a pedestrian-friendly character.

Business/Professional District

The following guidelines support the development of business/ professional office buildings that are organized as part of an attractive and coordinated Business Professional District in Centennial Centre.

1. Buildings should be organized to present an attractive frontage to the street. Buildings should be located on the street so that entrances and public use areas face the street.
2. Setbacks in a given block should be generally consistent, although some variation is appropriate to add diversity and interest to the block face. The area between the building and the street should be attractively landscaped.
3. Walkways should connect the building entrance to the public street.
4. Buildings should be located to maximize view sheds and be placed in prominent locations that terminate street views, if appropriate.
5. Surface parking lots should be attractively designed and landscaped. Below building parking is encouraged if feasible.
6. Two-story buildings are encouraged with additional stories, if appropriate. One-story buildings should be designed with extended facades and parapets to give the impression of a two-story building.
7. Avoid large, undifferentiated building walls and roof lines. Provide variation to the building mass through the use of materials and color, projecting and recessed bays, and variations in building heights to add visual interest to the architectural design.
8. Slope roofs are encouraged. Flat roof buildings should include a pleasing termination with cornices or parapets.
9. All sites should be attractively landscaped in a manner that complements the building design.

Large Retail District

Centennial Centre's excellent highway access will increase interest from developers of large, regional serving retail stores. The following guidelines support the coordinated and unified development of Centennial Centre's large retail district with attractive buildings and streetscapes, shared parking and drives, shared open space for public use, and pedestrian connections between retail uses on separate lots.

1. Provide design variations for large retail buildings (massing, height, materials, and color) to promote human scale and visual interest. Avoid large, undifferentiated facades.

2. If possible, integrate smaller retail stores as part of large retail buildings to present a diverse shopping experience.

3. Each principal building should have a clearly defined, highly visible customer entrance with distinguishing features such as canopies or porticoes.

4. Provide sidewalks along the full length of the primary facade.

5. To the extent feasible, locate retail buildings near the street and provide attractive streetscapes with amenities that establish a pedestrian-friendly character for the development.

6. Incorporate public spaces and plazas as part of the development.

7. Franchises should incorporate design features that complement the design theme for Centennial Centre.

8. Break up large parking areas with landscaping.

9. Provide pedestrian walkways in parking areas that provide safe access to the building entrance.

Mixed-Use Village Centre District

The following guidelines support the coordinated development of Centennial Centre's Mixed-Use Village Centre with attractive buildings close to the street, streetscapes that create a strong pedestrian-friendly atmosphere and a variety of retail, entertainment, restaurants, service business, office, and residential uses organized around a Village Square as the focal point for Centennial Centre.

1. The core of Centennial Centre should include vertical, mixed-use buildings with ground floor retail and upper floor office or residential uses.

2. Buildings in Centennial Centre should have minimal or no setbacks to help define and give character to the street.

3. Two to four story buildings are preferred. Single story buildings should be designed with extended facades and parapets that give the impression of a two story building.

4. Buildings should be designed to form a coherent "block face" with consistent heights and setbacks.

5. Ground floor retail buildings should have at least 50% of the facade devoted to windows.

6. Landscaping should be designed to complement the building form and incorporate a diverse plant palette that will create seasonal and year-round interest.

7. A central gathering space or Village Square component is a desired component of the mixed-use Village Centre.

8. Provide variation for the building facade through the use of projecting bays or porches and upper level step-backs and offsets to the primary facade.

Institutional Campus District

The following guidelines support the coordinated development of Centennial Centre's Institutional Campus District. This district is conceived as a setting for a large corporate office or institutional user with a single large building or several functionally related buildings organized around an interconnected system of driveways, parking areas, and open spaces.

1. The institutional campus should be designed with a unified architectural, streetscape and landscape design and pedestrian-friendly character.

2. Campus entrances should be designed with attractive entrance monuments, signage, and landscaping.

3. Multi-story buildings are preferred with enclosed parking. Surface parking lots should be well landscaped with a series of smaller parking areas preferred over one large parking area.

4. Avoid large, undifferentiated building walls and roof lines. Provide variation to the building mass through the use of materials and color, projecting and recess bays and variations in building height to add visual interest to the architectural design.

5. Provide walkways with attractive lighting and amenities to promote a pedestrian-friendly environment and interconnect buildings, entrances, and parking areas.

6. Landscaping should be designed to complement the building form, incorporate native plantings as part of the plant palette that promotes seasonal and year-round interest.

7. The institutional campuses architectural and landscape design should sensitively integrate and complement the Trout Creek environmental corridor as a prominent design feature.

8. Buildings should be located to maximize view sheds and to present an attractive frontage to Centennial Centre's street system.

Civic/Campus District

The following guidelines support the development of a civic campus near Mixed-Use Village Centre and Village Square that will accommodate a variety of arts, cultural, education, government, and public assembly uses and serve as a focal point for Centennial Centre and the Village of Hobart.

1. Buildings should be organized around a central courtyard that complements the Village Square and is a focal point for the public street. Building entrances should be connected with this courtyard.

2. Two to four story buildings are preferred.

3. Provide variation to the building mass through the use of materials and color, projecting and recessed bays, and variations in building height to add visual interest to the building design.

4. Distinctive features such as corner towers, rounded walls, recessed entries, ornamental cornices and parapets, etc. are encouraged to establish a civic architectural theme.

5. Individual buildings should have complementary architectural styles.

6. Limited retail uses are encouraged, such as cafes, to promote pedestrian activity.

7. Public art is encouraged as part of the landscape and streetscape design.

8. Parking should be located in the rears of buildings and not visible from the main street.

Part Eight: Implementation Strategy

Implementation Strategy

Implementation is the logical step following the adoption of the Centennial Centre Master Plan. Implementation requires several key components to be successful. Implementation must be done with commitment – that is, the community must undertake implementation with the full understanding of its complexity, the time required, and the relationship and sequence of the plan's various elements. Implementation must be funded - the community must allocate adequate resources for staff, professional assistance, project funding, and financial leverage. Implementation requires partnerships - public and private sector individuals and organizations must come together as an implementation team. Finally, implementation must be dynamic - unanticipated redevelopment opportunities will present themselves throughout the process of planned implementation and the implementation team must be able to assess and reprioritize on a continuous basis to take advantage of emerging opportunities.

The following implementation strategy includes several components that will be necessary for the successful implementation of Centennial Centre:

- Implementation Team
- Developer Recruitment Strategy
- Business Recruitment Strategy
- Funding
- Key Implementation Activities
- Phasing

IMPLEMENTATION TEAM

The Implementation Team for Centennial Centre should include the following:

- Village staff
- Village Board, CDA, Planning and Zoning Commission
- Consultant Team (Schreiber/Anderson Associates, Robert E. Lee & Associates, Martenson & Eisele, Buxton, Village financial advisor)
- Agencies (WisDOT, WDNR, Brown County)
- Utilities

DEVELOPER RECRUITMENT STRATEGY

The Village of Hobart owns the majority of the land that comprises Centennial Centre and will be in a position to recruit qualified developers for the private development areas recommended in the master plan. Key steps in the developer recruitment process include:

- Identify development priorities and phasing
- Establish a working relationship with property owners of key development sites that are not owned by the Village
- Acquire key sites for development
- Establish parameters for TIF subsidies for development
- Prepare database of qualified developers
- Develop strategies to market key sites to developers
- Prepare marketing materials
- Establish Request for Proposal (RFP) process, submission requirement process, and developer selection process
- Establish design review process
- Interview and select preferred developers
- Negotiate development agreements
- Development coordination

BUSINESS RECRUITMENT STRATEGY

Attracting the right businesses to Centennial Centre is critical to achieving a vibrant, mixed development and creating jobs for the community and the region. The Village and the developer will share the responsibility for business recruitment. Key steps in the business recruitment process include:

- Prepare or update market analysis and consumer survey
- Target key businesses and anchor uses that will attract other businesses
- Establish and maintain a database of key businesses by category
- Prepare marketing materials
- Establish an advertising/promotion program
- Make contacts with key businesses
- Prepare a business retention plan

FUNDING

The Village of Hobart has established TID No. 1 as a primary funding tool for the implementation of public infrastructure improvements for Centennial Centre. The Village should identify a variety of local, state, federal, and private funding sources that can supplement TID No. 1 in order to achieve short-term and long-term success. Some of these funding sources include:

Local Funding

- Special assessments
- Capital Improvement Program (CIP)
- Room tax
- Business Improvement District (BID)
- Private donations
- Local utilities

State Funding

- WisDOT Local Transportation Enhancements Program (TE)
- WDNR Acquisition and Development of Local Parks (ADLP)
- WDNR Urban Green Space Program (UGS)
- WDNR Recreational Trails Act (RTA)
- Wisconsin Small Business Administration
- Wisconsin Department of Commerce

Federal Funding

- Recovery and Reinvestment Funding
- Transportation Appropriation Bill
- Legislative Initiatives

PHASING

Figure 19 includes a general phasing diagram for the entire Centennial Centre project

Figure 20 identifies the phasing plan established in TID No. 1 for a portion of Centennial Centre. In the future, the Village may elect to amend TID No. 1 to include the remaining portion of Centennial Centre depending on development interest associated with the future construction of the STH 29/32 and CTH "VV" interchange.

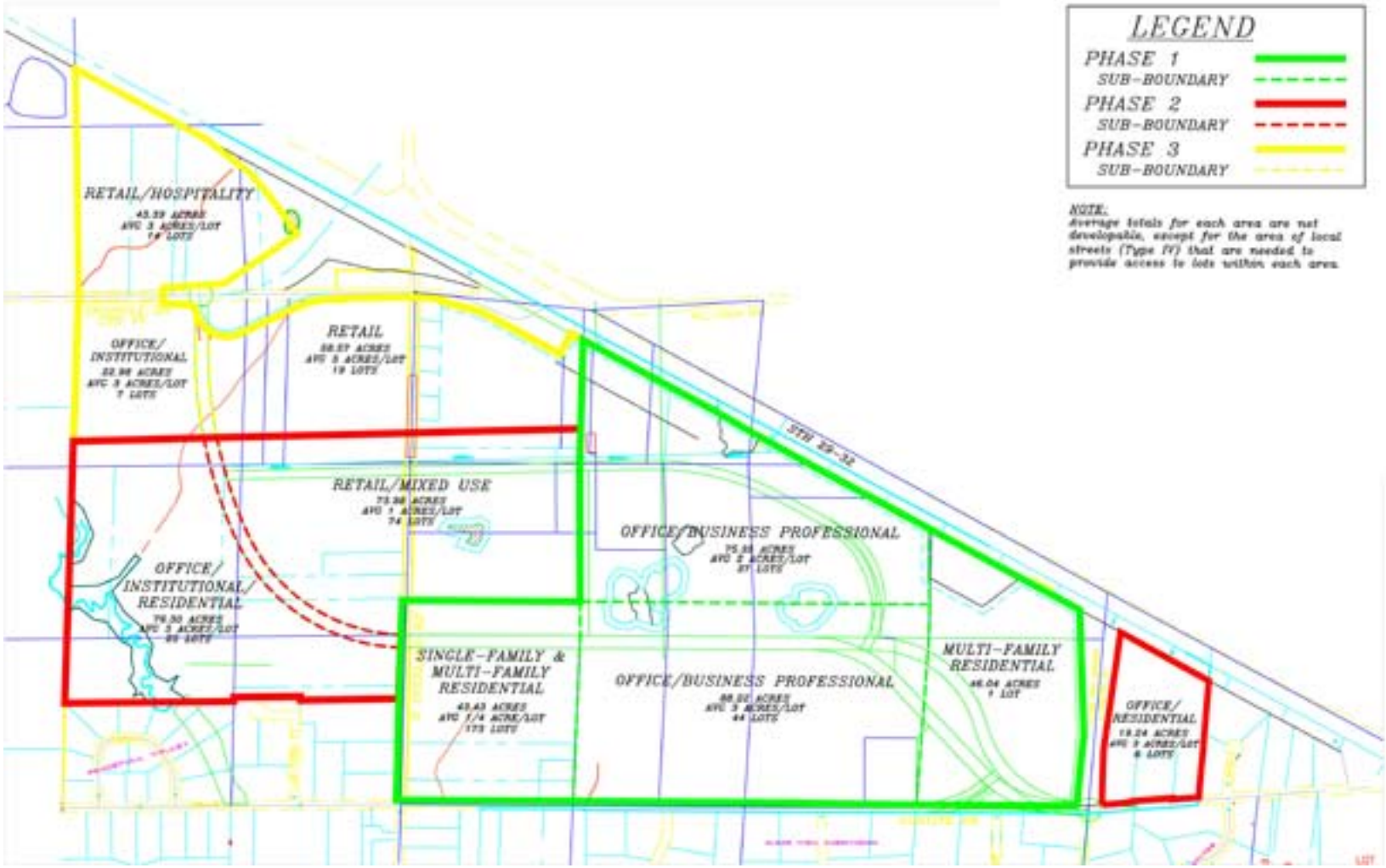


Figure 19: Centennial Centre Phasing Plan

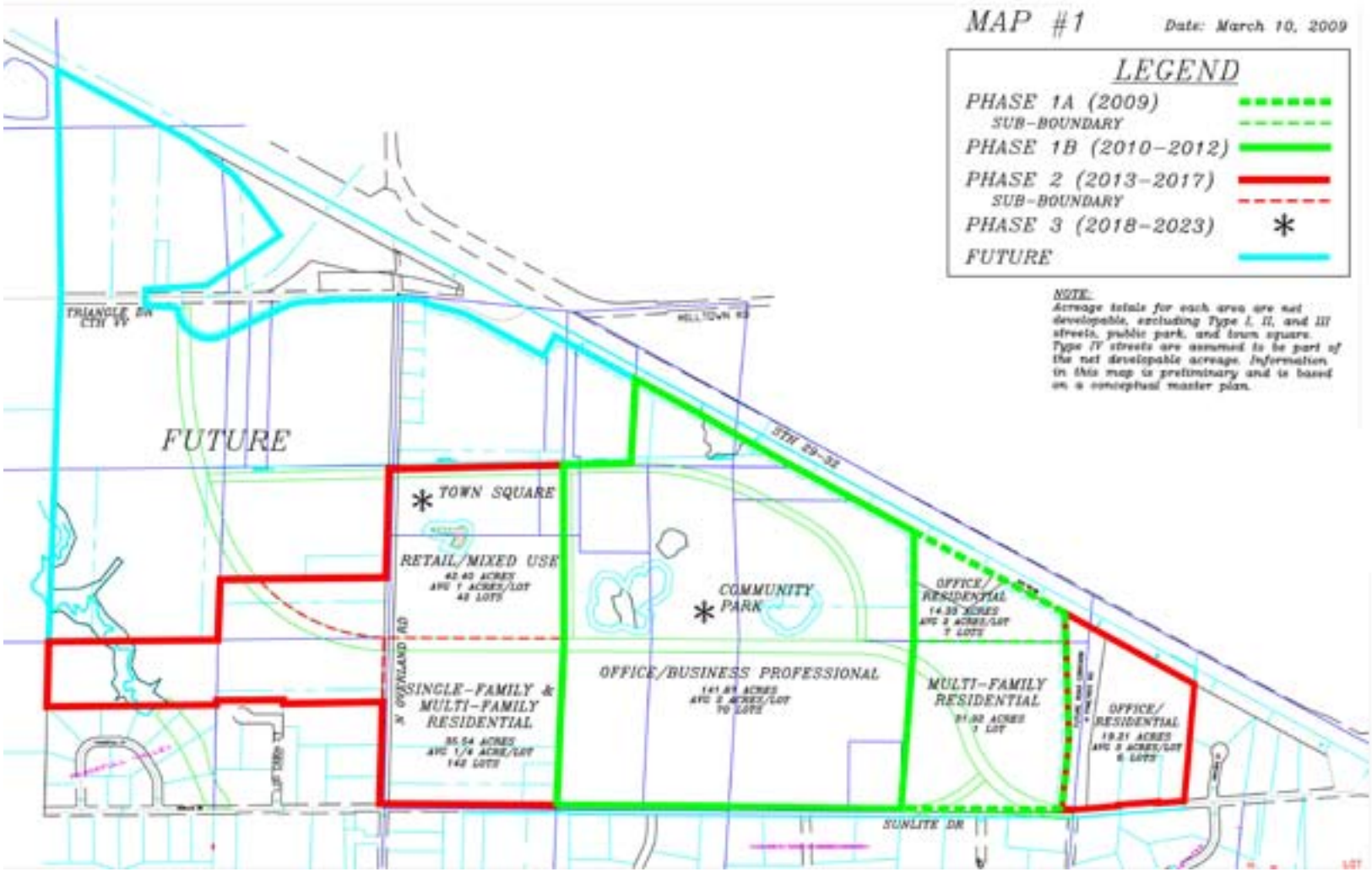


Figure 20: Centennial Centre Phase One Plan

KEY IMPLEMENTATION ACTIVITIES

The following implementation activities should be accomplished over the next year to position Centennial Centre for successful implementation. In addition to these steps we recommend that the Village prepare a Critical Path Schedule (CPS) for 2009-2012 which are critical years for the financial success of this project.

The Critical Path Schedule should include a breakdown of critical implementation activities, a time frame for completing each activity, and the party responsible for each implementation activity.

Key implementation activities for 2009 include:

- Adoption of Centennial Centre Master Plan
- Preparation and adoption of Planned Development District (PDD) zoning ordinance for Centennial Centre
- Official mapping of public streets
- WisDOT coordination – STH 29/32 Design and Construction Schedule
- Preparation of Centennial Centre branding and logo
- Preparation of promotional materials for Centennial Centre
- Medial relations
- Preparation of developer recruitment and business recruitment strategies
- Phase One infrastructure and streetscape design, bidding, and construction
- Design review and approval for Phase One multi-family residential development
- Preparation of Critical Path Schedule for 2009-2012
- Preparation of a comprehensive funding strategy
- Public meetings to update master plan and implementation progress
- Coordination with Village of Howard