

## Appendix L

### Design Recommendations and Implementation Programs from the 2004 Master Plan for Village of Wales:2020

#### DESIGN RECOMMENDATIONS

In 2004, The Village Long-Range Planning Committee requested, based in part on the results of a community survey, that this plan provide general design guidelines for enhancing the Historic Village Center and other urban development within the Village urban service area. These guidelines would also be useful to public officials in the review and evaluation of site-specific development and redevelopment proposals and thereby assist in implementing the Village comprehensive development plan.

#### **General Recommendations**

During the planning process, potential design improvements as well as design deficiencies were observed within the Village and environs. These observations indicated that several elements of design should be addressed within the Village, including elements relating to the Historic Village Center, streetscaping, utility poles and lines, offsite landscaping, architectural compatibility, and certain transportation related factors. Based, in part, on the design guidelines set forth in Appendix C, specific recommendations for improving identified design elements and addressing certain design problems are herein provided. The appearance and proper design of urban developments and redevelopments within the Village, consistent with the suggested design recommendations, will help to produce over time a more attractive community, and will help to stabilize or increase real property values to the advantage of both the community and to individual property owners.

#### *Historic Village Center*

##### *Historic Resources*

The concentration of unique old buildings located in and near the Historic Village Center is not fully utilized as effectively as possible as a source of community identity. By enhancing this resource and the Center, a positive image of the Village can be projected upon pedestrians, bicyclists, and occupants of motor vehicles traveling through the Village Center. The Historic Village Center would serve as an important focus of identity for the Village. Even though the Village identifies its “old downtown” area as the Historic Village Center, the boundaries of the Center have not been delineated. Map III-14 in Chapter III attempts to define the Center’s boundaries to help provide a more precise sense of location. Map 20 further indicates that this Center contains 16 of the total 24 potential historic sites that existed in the Village in 2001, consisting primarily of historic homes. The Center could also serve as a safe haven to relocate significant historic buildings and accessory structures from the surrounding Welsh Hills area that may otherwise be demolished due to disrepair or proposed development.

It is recommended that the Village should conduct an intensive communitywide inventory of historic resources in conformance with accepted national standards for surveying such resources, with assistance from a qualified professional, to further refine historic sites identified on Map III-15 in Chapter III, including those in the Historic Village Center. The identification of significant historic places and the delineation of a historic district, if any, should also be evaluated for possible inclusion in the National and State Registers of Historic Places. If registered, such special status would help to qualify proposed historic rehabilitation projects for potential tax incentives offered by the State and Federal governments. Any city or village containing property listed on the National or State Registers of Historic Places must enact a historic preservation ordinance to protect and preserve such resources. The Village of Wales adopted such an ordinance in 1996. Appendix C set forth basic historic preservation standards and design guidelines to help preserve the integrity of historic resources. Opportunities for experiencing the designated historic features in the Historic Village Center could then be promoted by identifying and

describing those features with explanatory plaques along a marked historic trail. This trail could be established as part of the recreational trail network for the Village of Wales shown on Map V-4.

### *Design*

By designating a Historic Village Center and improving its streetscape scenery, a distinctive Village identity could be established. Any proposed new business developments within the Historic Village Center should be in keeping with the predominantly historic and residential character of the Center, and may include compatible specialty stores, small office and professional service-type businesses, and home occupations. All proposed developments should adhere to the design guidelines established for the Center in Appendix C to ensure that, for example, any proposed commercial or mixed-use residential-office buildings will resemble the residential architectural character of the area with pitched roofs and ornate façades, as opposed to concrete-block buildings with flat roofs that are devoid of any architectural style. Specifically, the architectural characteristics of buildings in the Center should include pitched roofs, preferably with a varied roofline such as gable with dormers; with façades comprised of natural wood, fieldstone, limestone, brick masonry, or a combination thereof; and well-defined entryways. Such buildings, with attractive foundation landscaping, should continue to be located close to existing sidewalks or streets as an attempt to retain the pedestrian-oriented atmosphere as opposed to setting buildings in the rear with parking in front, which would disrupt the pedestrian scale of the Center.

The character of the Wales Historic Village Center is also defined largely by the presence of the popular Glacial Drumlin Trail, including its established trailhead, with mostly open space between the trail and Main Street. The space between the trail and James Street could accommodate narrow buildings with cedar-shingled, gable roofs over façades comprised of light earth tone colors or with stone such as of fieldstone or native Lannon stone. The Village should consider relocating historic buildings in the Welsh area, which would otherwise be destroyed, to this narrow strip of space, since less open land or lawn would be consumed for parking purposes in comparison with that required for more intensive uses. Alternatively, historic buildings could be located elsewhere in the Center on redeveloped lots, or could be relocated to the open space between the trail and Main Street; however, this area should continue to remain largely open space.

Complementary streetscaping should be provided for the Historic Village Center that reflects the overall design theme desired by community residents and business owners. The streetscape façade theme should be continued along the entire length of Main Street, between Wales Road (STH 83) and Brandybrook Road, and possibly extended along James and Elias Streets. This theme may consist of a small “country-village” setting, a country theme with a contemporary flair, or a mixed country and Welsh or Stonehenge design theme supplemented with attractive landscaping. The Center could be established, for example, to reflect the Welsh or Celtic heritage of the area with significant historic buildings, including those from the surrounding Welsh Hills relocated to the Center, to create a historic settlement that may be named the Historic Welsh Village or Community. Historic photographs, including those from the Wales of Great Britain, are an excellent means of identifying a potential theme for the Center. Discordant elements, such as the clutter of poles and wires, and lack of landscaping, even if historically accurate, should be avoided.

Streetscaping features should include trees, shrubs, and flowers that should be planted along the street façades in the Center to enhance its attractiveness. “Street features,” such as ornate signs, benches, bollards, or a clock tower could also be installed. Decorative street lamps, with colorful banners containing the red dragon and/or flowers in hanging pots, at pedestrian scale and of a design compatible with the selected theme, would further enhance the image. Articulated crosswalks with decorative pavement should be provided at the intersections of Main Street with Wales Road and Elias Street, and potentially at other intersections along James Street. Figure L-1 identifies a few design features that could be incorporated into the theme for enhancing the Center. The Center may, for example, include a country setting with split cedar fencing integrated into natural landscape beds comprised of native trees, shrubs,

and ornamental grasses. In fact, the Glacial Drumlin Trail could be better spatially identified by lining both sides of the entire length of the trail with such open fencing or by defining the ends of the trail at its intersection with streets with a archway structure, as discussed later, or cedar fencing consisting of a “snake” or “post-and-rail” style, as illustrated in Figure L-1. Walls in the Center may include the use of a typical fieldstone wall with thick mortar joints, or one that is carefully pieced together like a puzzle thereby revealing only a thin layer of mortar between fieldstones, as shown on the historic Ice House built by master mason Dave Edwards. Another uniquely designed wall that could be used may consist of native limestone—often referred to as “Lannon” stone—with like slabs set upright on top of the wall, similar to one in front of the Village Hall. Limestone columns or pillars capped with similar stone set upright to form a half pinecone shape, as illustrated in Figure L-1, could be incorporated into the walls. Even a piece of the distinct “Stonehenge” or dolmen character may be integrated into the theme by using large slabs of granite or native Lannon stone that may serve an artistic and/or a practical function such as a bench, trellis, or sculpture, as shown in Figures L-1 and L-2.

Ultimately, all design features for the Historic Village Center should be representative of a design theme desired by the community. Proposed developments and redevelopments should help revitalize the Historic Village Center by incorporating the aforementioned design elements. The Village has already been working towards improving the vitality of its Historic Village Center. With continuing prudent planning and effective plan implementation, the positive characteristics of the Center can be further enhanced.

### ***Streetscape***

#### *General*

Streetscape improvements should be applied, not only in the Historic Village Center as discussed above, but also along other streets located throughout the Village. Even though the design theme for the Center may not be carried out to the same extent in other areas of the Village, streetscaping features such as street trees, distinctive street signs with logos, and attractive street and traffic lights are recommended. Landscape plantings, especially trees, along streets and on abutting properties can help to define the street lines visually, add texture and color, and provide shade and screening. Cul-de-sac turnarounds should include center landscaped islands containing such trees. Street trees may be placed on gentle slopes with proper bracing for reinforcement. If the Village is concerned with the maintenance of trees within the street right-of-way, the street trees could be located on adjoining lots within five or ten feet of the street right-of-way where the property owners would maintain them. The streetscape may also include defined attractive gateways or main entryways as discussed below. If the provision of distinctive style streetlights (similar to those eventually selected for the Historic Village Center) throughout the Village is not practical, the traditional style of tall streetlights could be made more attractive by using colors, such as black or green, instead of the bare metal color. As another alternative, the poles could be colored black or green while the extended arms with the illumination head could remain silver. The style or color selected for the street lights should be emulated in the poles for street signs and traffic signs and signals. The overall streetscape image of the planned urban service area should be brought into accord with the design guidelines set forth in Appendix C and the design recommendations discussed herein.

#### *Wales Road (STH 83) and Summit Avenue (USH 18)*

The Village recognizes that arterial streets throughout the Region serve a function beyond the Village limits; however, such arterials located within the community are of paramount interest to the Village from both a safety and aesthetic perspective. Therefore, proper streetscaping is important along the two major arterial highways that serve as the main “gateways” funneling traffic into the Village, Wales Road (STH 83) and Summit Avenue (USH 18). The Village recognizes that these two arterials may be converted to four-lane divided highways; however, the Village has significant concerns on the impact such a widening will have on the safety and image of the community since they cut through the Village.

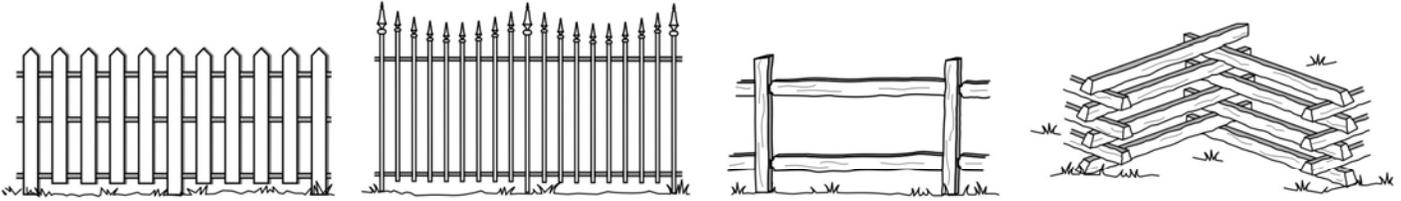
Village officials indicated that if such highway improvements occur, a number of factors should be considered in the design to ensure that safe and attractive highways are established, including the provision of: boulevard-type arterials with raised landscape medians as opposed to open asphalt, two-way center-turn lanes; attractive streetscaping such as street trees, medianscaping (as illustrated in Figure C-16 in Appendix C), ornate raised channelizing islands, and articulated crosswalks with decorative pavement as opposed to unattractive plain asphalt; safe pedestrian/bicyclist crossings with defined crosswalks at the intersections of Wales Road with Summit Avenue and Brandybrook Road (CTH G), and possibly at the intersections of Wales Road with one or more Village streets, and the intersections of Summit Avenue with Oak Crest Drive and Pebble Creek Pass/Wildwood Trail; potential signalized intersections where Wales Road intersects with other Village streets and where Summit Avenue intersects with Oak Crest Drive, if warranted based on traffic volume and turning movements; separate shared pedestrian/bicycle paths on desirably both sides of Wales Road and Summit Avenue, or at least on one side; and ornate or colored traffic light poles and street lights, possibly with colorful banners on streetlights at least at street intersections. To help reduce the perception that the Village is split in half, the existing crest of Wales Road defined by the bridge crossing over the Glacial Drumlin Trail, located south of its intersection with Summit Avenue, should be lowered to improve sight distance from access points along this segment and to reduce the visual perception of a physical barrier or a “hill” that divides the west side of the Village from the east side. Prior to any highway design activities, the Village and the government agency that has jurisdiction over the arterials concerned should work closely together to address transportation related elements of mutual concern.

### ***Utility Lines and Poles***

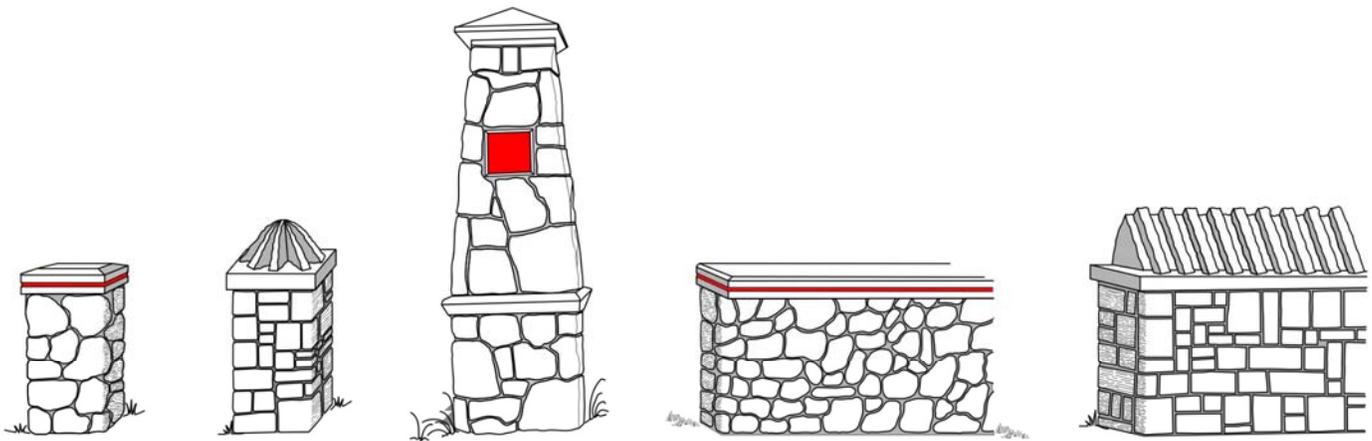
The overhead wires and supporting structures of the electric power and telephone communication facilities create a sense of visual clutter along streets within the Village. One possible solution for this problem is to bury utility lines. Another solution is to relocate these lines and supporting poles to less visible areas, such as along the rear of properties. It is recommended that preferably all overhead utility lines within the Village planned urban service area be buried, especially along Wales Road (STH 83), Summit Avenue (USH 18), Main Street, and James Street, which function as “gateways” or “main entryways” leading traffic into the community and the Historic Village Center.

Figure L-1  
POTENTIAL DESIGN FEATURES FOR THE HISTORIC VILLAGE CENTER

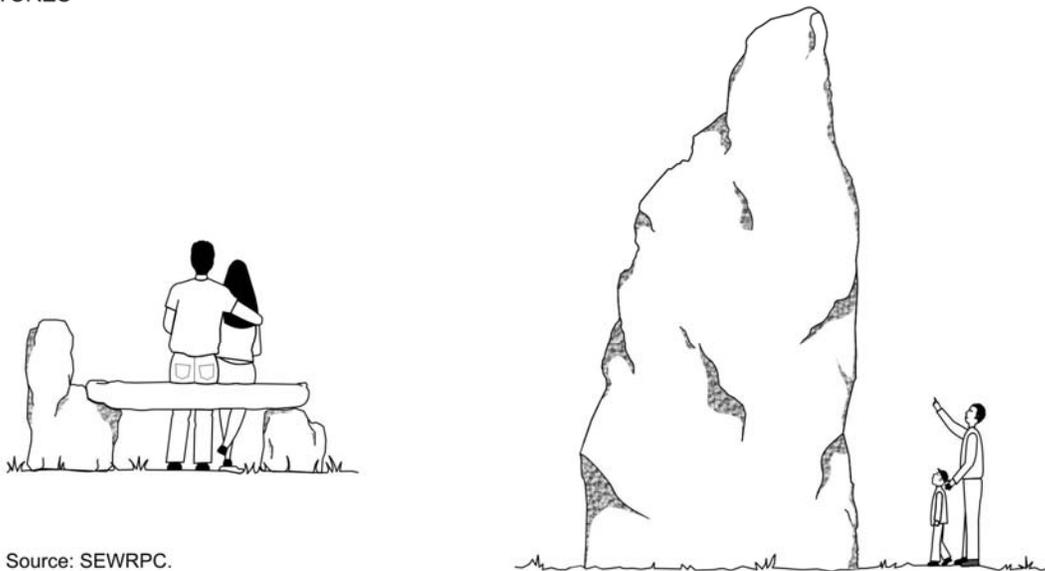
A. FENCES



B. WALLS AND COLUMNS/PILLARS



C. OTHER FEATURES



Source: SEWRPC.

### *Signs and “Gateways”*

Most freestanding advertising signs in the Village are provided with little or no landscaping around the base of the sign. By providing flower beds, colorful shrubs, and flowering trees in an elevated plant bed with decorative mulch at the base, without obstructing the face of the signs, their legibility and appearance could be improved as illustrated in Figure C-20 of Appendix C. Signs should contain a decorative structural base constructed of material similar to or compatible with the building materials of the principal structure on a site. Generally, the fewer the words on sign faces, the more comprehensible will be the signs. Large type-face lettering properly spaced is more easily read from long distances and from moving vehicles. Main “entryways” into the Village, Historic Village Center, and parks should also be well-defined with attractive signs and/or landscaping to provide a sense of direction and identity, as illustrated in Figure C-17 in Appendix C. The design of entryways should be representative of the character of the area. Monument signs—sometimes called ground signs—are preferred over pole signs.

#### *Village Welcome and Wayfinding Signs*

Village “welcome” signs are lacking in certain strategic locations. Such signs should contain large lettering and be situated at key roadside locations where the sign is readily visible and legible by occupants of motor vehicles entering the Village of Wales along major arterials. Specifically, “welcome” signs indicating that one is entering the Village should be provided near the southwest corner of the intersection of Wales Road (STH 83) and Summit Avenue (USH 18); the northeast corner of the intersection of Wales Road and Brandybrook Road; the northwest corner of the intersection of Summit Avenue and Pebble Creek Pass/Wildwood Trail; and the southeast corner of the intersection of Summit Avenue and Moraine View Drive or N. Taliesin Road. These signs should be low monument signs, usually no more than six to eight feet in height, on a decorative structural base surrounded by ornate landscaping and situated outside traffic vision clearance zones. If Wales Road (STH 83) and Summit Avenue (USH 18) are to be reconstructed as four-lane divided streets with a raised landscape median, then the “welcome” signs and attendant landscaping should preferably be located in the center of these medians located near the aforementioned intersections, provided that traffic safety standards can be met. The Village should continue to use the unique bright and colorful street signs with the red dragon icon, and may wish to provide additional vibrant wayfinding or icon/symbol signs, containing similar color graphic features as the street signs, to direct traffic to public facilities or major activity centers such as schools, parks, and the Historic Village Center.

#### *Historic Village Center*

Separate “gateway” or main “entryway” signs with attractive landscaping reflecting the design theme for the Historic Village Center should also be provided near the intersection of Main Street with Wales Road and Brandybrook Road. Alternatively, the gateway could be defined without signs by installing ornate walls or simply decorative pillars or columns on each side of Main Street at these locations to signify that a unique place exists beyond this point, as illustrated in Figure 4. Additional wayfinding signs could be provided along Wales Road and Brandybrook Road for informing traffic, in advance, of this upcoming entryway leading into the Center as well as the Glacial Drumlin Trailhead.

Users of the Glacial Drumlin Trail are also greeted by a historic overpass bridge—the “Big Wooden Bridge”—on the east side of the Village which marks the highest point between Milwaukee and Madison on the former Chicago and North Western rail line, with its surrounding landscape called the “Big Cut,” because of the large amount of past excavation work. In essence, this bridge and the Wales Road (STH 83) overhead bridge on the west side of the Village could act as symbolic archways or “gates” of the Village that eventually lead to the heart of the Historic Village Center. Accordingly, the area at the base of these two bridges and near the trail could be improved with an attractive “welcome” sign and/or landscaping set in large planters or terraces with retaining walls constructed of railroad ties, fieldstone,

Figure L-2  
POTENTIAL "GATEWAYS" FOR THE HISTORIC VILLAGE CENTER AND THE GLACIAL DRUMLIN TRAIL

**A. POTENTIAL DEFINED GATEWAY AT THE INTERSECTION OF WALES ROAD (STH 83) AND MAIN STREET, WHICH LEADS TO THE HISTORIC VILLAGE CENTER AND THE GLACIAL DRUMLIN TRAILHEAD**



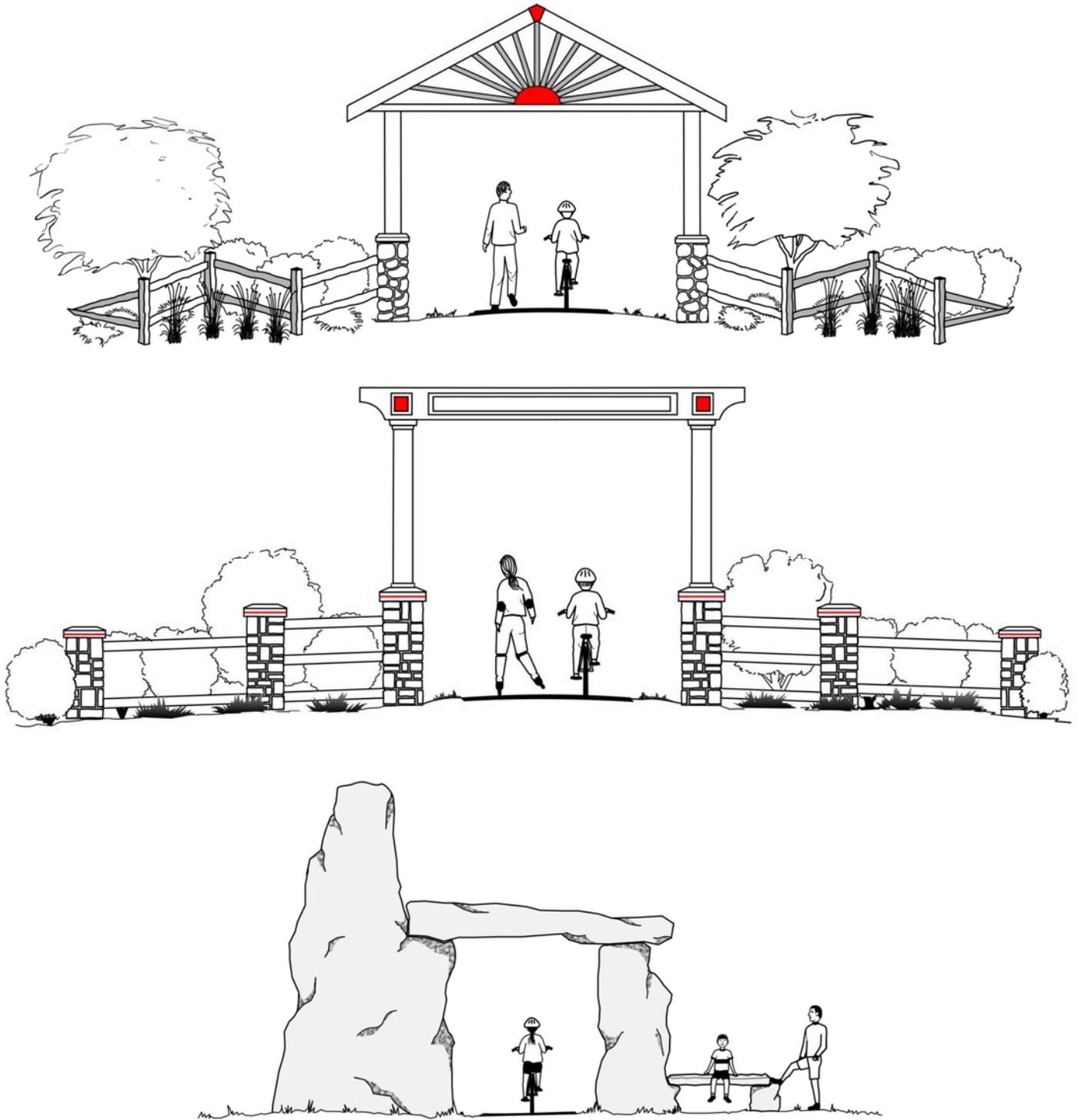
Source: SEWRPC.

Lannon stone, or any combination thereof to signify to trail users that they are entering or leaving a point of destination. Special events and festivities could be advertised by the temporary use of large colorful banners elevated and extending across these two overhead bridges. The design of defined entryways should be representative of the overall design theme desired by the Wales community.

As an alternative, archways could be provided simply as symbolic gateway structures without signs, as illustrated in Figure L-2, to signify to trail users that they are entering the Historic Village Center, such as at the intersection of Main Street with the Glacial Drumlin Trail and also immediately east of the established trailhead, just where the trail "opens up" into the Center. Such gateways may be defined with ornate trellises, tall decorative fieldstone or Lannon stone pillars or columns, or even monolithic slabs of granite or native Lannon stone set upright with a single horizontal lintel across the top (Stonehenge or dolmen characteristic), as illustrated in Figure L-2. The Village should work with the Wisconsin Department of Natural Resources on establishing such gateways within the trail right-of-way.

Figure L-2 (continued)

B. POTENTIAL DEFINED GATEWAYS FOR THE GLACIAL DRUMLIN TRAIL IN THE HISTORIC VILLAGE CENTER



Source: Fischer, Fischer, and Theis, Inc. and SEWRPC.

colorful maps highlighting the location of services and attractions in the Wales area should be posted at

the trail rest stop (trailhead) and by the STH 83 bridge to direct trail users to points of interest such as existing historic landmarks, bakeries, restaurants, the bed-and-breakfast establishment, the Pick-n-Save grocery store, and the Le Duc ice cream shop, as well as others that may develop in the future such as coffee/sandwich shops, art galleries, trailside sporting shops, and specialty stores. The map may further indicate to trail users their proximity to schools, community parks, Lapham Peak State Park, the Ice Age National Scenic Trail, and Scuppernong Creek Spillway.

### ***Parking, Service, and Outdoor Storage Areas***

Many parking lots in the Village lack adequate landscaping and are not well-defined, creating unattractive “seas of asphalt.” The function and aesthetics of parking, service, and outdoor storage areas can be improved by providing landscape islands in the interior of the parking lots and at the end of parking rows; by screening parking lots, loading/unloading service areas, and outdoor storage areas from adjacent residential areas, public streets, and the Glacial Drumlin Trail; by requiring protective curbing around landscape areas; and by requiring permanent paving with striping for parking spaces and, as necessary, “wheelstops” or low “bumpers.” Where space is limited for screening parking lots within the Historic Village Center, a picket fence, ornate wrought-iron fence, or low decorative wall could be provided with flowers or ornamental grasses at the base.

It is important to note that the provision of landscape islands is recommended, not only for aesthetic reasons, but also for functional and safety purposes. Islands located at the end of parking rows separate parked vehicles from driveways; provide an indication of the parking orientation and layout; and provide visual clearance areas, except for the minor obstruction of a tree trunk or light pole located in the island, for vehicles driving out of the general parking areas onto adjacent driveways. Islands with landscaping should maintain a visual clearance zone between the heights of 2.5 feet and 10 feet above the mean pavement grade adjacent to said islands. Any plants proposed in these islands should be salt-tolerant. Figure C-11 in Appendix C provides parking lot design standards, and Figures C-6 and C-21 illustrate potential landscaping that could be provided for parking lots.

In some cases, the number of parking spaces and the width of traffic aisles provided for individual land uses may be inadequate; in other cases excessive. Too few parking spaces with inadequate traffic aisles create an inconvenience to tenants or customers and may encourage vehicles to park on public streets thus increasing the potential for pedestrian and vehicular traffic conflicts. Too many parking spaces and excessively wide traffic aisles convey inefficient use of lands that could otherwise be converted to attractive landscaped areas. Parking needs and parking lot layouts should be carefully examined for any proposed development or redevelopment projects in order to assess compliance with good design practices.

### ***Buffers and Perimeter Landscape Strips***

The provision of adequate and attractive perimeter landscaping strips, which may also function as buffers with plantings along the boundaries of many individual sites, is lacking within the Village. In some areas, perimeter landscaping strips are not provided and entrances and exits to parking lots, such as along James and Universal Streets, are not well-defined. Perimeter landscaping strips located around a parcel provide space for attractive landscaping, screening from incompatible land uses, and filtration of storm water runoff. These strips further clearly define the boundaries and entrances of a property and provide separation between parking lots and public street rights-of-way. Perimeter landscaping strips, however, are not necessary for adjoining sites that share entrances, traffic aisles, and parking lots at a common lot line.

A buffer may be defined as a landscape area that surrounds a land use and reduces or blocks visual nuisances, air and noise pollutants, or other negative factors associated with that use. Buffers can benefit the Village in protecting property values by separating dissimilar land use types and intensities visually and physically. The Village zoning ordinance does not contain specific provisions for such buffer areas and attendant landscaping. Buffers may represent a variety of features, including earth berms with plantings, fences and walls with

plantings, wide open spaces, and grade separations in order to effectively buffer between dissimilar land uses. Landscaped buffer strips should be provided between new urban developments, as well as existing redeveloped areas, and any incompatible adjacent land uses. Figure C-18 in Appendix C shows alternative landscaping that could be provided in such buffer areas.

### ***Building Foundation Landscaping***

A significant number of commercial, industrial, and multi-family building elevations in the Village that are visible from public streets and adjacent to customer and tenant parking lots do not provide sufficient landscaping at their foundation. These highly visible building elevations should be landscaped along the foundation with decorative mulch, flowers, shrubs, and trees to complement and enhance the aesthetics of the building as well as of the site.

As illustrated in Figure C-19 of Appendix C, the planting beds do not necessarily have to be narrow linear strips located directly against a building, but may consist of large planting beds located at or near the dripline of roof overhangs. Building foundation plantings, including low planters, also help break up the monotony of tall and long continuous building walls.

### ***Architectural Compatibility of Buildings and Related Structures***

A number of existing buildings and related structures in the Village, including those in the Historic Village Center, exhibit features that do not complement the neighboring buildings and structures. The architectural design guidelines established in Appendix C state that, although building façades of two adjacent buildings may be different, their overall appearance should be made compatible through the proper use of structural elements, including the building shape and proportion, the placement of openings such as doors or windows, and the placement of signs. Street trees and other general landscape materials that complement the buildings should also be installed along the street façades of these buildings.

Appendix I contains general architectural review guidelines that could be applied to the Village. More detailed architectural design guidelines for the Historic Village Center are provided in Appendix C, in order to retain the Centers' historic and residential character. As noted in Appendix C, any historic preservation actions should be undertaken in accordance with the standards promulgated by the U.S. Department of the Interior for all forms of historic preservation including acquisition, protection, stabilization, preservation, rehabilitation, restoration, and reconstruction of significant historic features, including buildings. In addition, any historic features listed on the National or State Register of Historic Places must be protected and preserved in accordance with a historic preservation ordinance enacted by the Village.

### ***Maintenance***

The proper maintenance of buildings and other structures, as well as landscaping, will help retain the aesthetic appeal of buildings and grounds within the Village over time. Buildings, fences, walls, and other structures should be kept in good condition and proper appearance by performing such routine maintenance tasks as painting, staining, repairing, replacing, and cleaning when necessary. Building code compliance and architectural review requirements are methods for ensuring that structures are properly maintained.

Landscaping should be provided only if it will be properly maintained by watering, pruning, mowing, edging, staking, fertilizing, spraying, and replacing when necessary. To ensure that these features are properly installed and maintained, upon submittal and approval of landscape plans for urban development or redevelopment proposals, a comprehensive maintenance schedule and a bond should be required to ensure that the initial installation and maintenance of landscape materials is in accordance with the approved plans.

Specifically, plants selected for use in certain areas of the urban environment, such as parking lots and along streets, should be salt-tolerant. Stone mulch with underlying fiberlike weed barrier is recommended to be used in lieu of grass in certain areas where heavy pedestrian and vehicular traffic is present or where the possibility

of watering is limited. If grass is proposed in landscaped areas, it should be properly maintained and protected from pedestrian and vehicular traffic; otherwise an “all-weather” surface material is recommended, such as a decorative pavement surface or mulch with underlying weed barrier. Excessive paving of open space areas with hard-surface materials such as plain asphalt or concrete should be discouraged. Flower beds should be provided only if provisions are made for proper maintenance. Decorative stone or bark mulch in plant beds should be kept weed-free and properly replenished over time.

### ***Vehicular Access Points***

Excessive driveway access points along arterial streets, such as Wales Road (STH 83) and Summit Avenue (USH 18), within the Village add to the potential for traffic conflicts and accidents and decrease the traffic capacity and safety of the streets concerned. Driveways along major arterial streets, insofar as is practicable, should be reduced by eliminating driveways or combining driveways to establish shared driveways between adjoining properties. Access along major arterials can be further controlled by requiring no-access easements along the street frontage of proposed developments. Table C-1 in Appendix C specifies the minimum spacing that should be provided between driveways located along arterial streets. As urban development or redevelopment occurs along arterial streets, the Village should attempt to reduce or limit the number of driveways.

The function of major arterial streets can be further improved by ensuring that private driveways as well as public streets are located at sufficient distances from the intersections of arterial streets with other streets. Within certain areas of the Village, private driveways or streets are located too close to such intersections. To the extent practicable, these separation distances should be increased. As discussed in Appendix C, the distance between new direct public or private access and an arterial street intersection should be at least 115 to 230 feet, and preferably 250 feet where parcel size permits. The jog (off-set intersection) where Brandybrook Road (CTH G) intersects with Wales Road (STH 83) at two separate locations should be analyzed to determine if the distance between those intersections should be increased, or if the connection across the intersecting street should be continuous in alignment, thereby avoiding a jog in the flow of traffic.

### ***Pedestrian, Bicycle, and Recreational Trail Facilities***

The Village should provide pedestrian walkways, bikeways, and trails that would serve to link important historic, recreational, and scenic areas. Pedestrian circulation is typically provided by asphalt paths or concrete sidewalks along certain existing street rights-of-way parallel to the street pavement and street-facing building façades within the Village. As the community continues to develop, a need will arise for safe pedestrian and bicycle crossings at major arterial street intersections, such as the intersections of Wales Road (STH 83) with Summit Avenue (USH 18), Brandybrook Road (CTH G), and Sunset Drive (CTH DE). Handicap ramps, pedestrian crossing lights, and articulated crosswalks at these intersections will improve safety for pedestrians and bicyclists. In addition, pedestrian/bicycle paths or paved shoulders for bicyclists should be provided along the aforementioned streets and, at least, the existing Universal Street and Main Street, which travels through the heart of the Historic Village Center. Bicyclists can ride on collector and minor land-access streets without widening such streets, since these streets usually accommodate low volumes of vehicle traffic traveling at slow speeds.

As noted earlier in this chapter, trail-oriented facilities are recommended to be provided for both utilitarian and recreational purposes. The Village should prepare a comprehensive trail facility plan for pedestrian and bicycle in order to identify the specific location and type of such facilities to be provided throughout the Village. These facilities should provide safe pedestrian and bicycle access to all land uses of neighborhood and community wide importance such as schools, parks, shopping areas, and the Historic Village Center, including the Glacial Drumlin Trail. Bicycle parking devices could be provided in the aforementioned locations to help promote the Village as a “bicycle-friendly” as well as a pedestrian-oriented community. As shown on Maps V-3 and V-4, a network of trails is recommended that traverses the Wales area linking residential areas with each other and with major activity centers and significant natural areas. These trail-

oriented facilities would be a part of a larger system of trails for the Wales area, including connections to the Ice Age National Scenic Trail, the Woolly Mammoth Bike Trail (also referred to as the Ice Age Bike Trail), and the Lake Country Recreation Trail.

### **Positive Attributes**

The Wales area, including the Village, exhibits many assets. Some positive attributes can be enhanced and better utilized to improve the attractiveness of the Village. The growing community with its heavily traveled arterials and surrounding major attractions, such as Lapham Peak State Park, Nagawaukee County Park, Retzer Nature Center, and Kettle Moraine State Forest, along with the unique natural features of the area, has a high potential to project a very positive image to the public. Since Wales Road (STH 83) and Summit Avenue (USH 18) are perceived as the major arterials of the Village, these arterial streets should project attractive streetscape façades to present a positive image of the Village to people visiting the community. The Historic Village Center should continue to be enhanced, as discussed earlier, to realize its full potential as a major focal point of the Wales area with its concentration of historic buildings and the popular Glacial Drumlin Trail. Improvements to such visual elements can be used to create a more pleasant environment in which to live and work.

The Village is also served by the Kettle Moraine School District, which has the highest percentage of schools of any district in Wisconsin that have received coveted national recognition as a Blue Ribbon School. All of the District's schools were selected by the United States Department of Education-Recognized School of Excellence Program to receive this prestigious education award for their overall excellence in leadership, teaching, curriculum, student achievement, parent involvement, and community support. Two of the six schools in the District—Kettle Moraine High School and Wales Elementary School—are located in the Village of Wales.

In addition to the cultural attractions of the area, distinct natural features exist throughout the Wales area. Unique glacial land forms in the area include drumlin fields, the interlobate glacial moraine, and outwash plains with kames, kettles, and eskers in the Kettle Moraine State Forest. This unique rough and hilly terrain contains naturally attractive vegetation and meandering waterways, including Scuppernong Creek, which contains one of the finest examples of a glacial spillway remaining in the United States—the Scuppernong Creek Spillway. The provision of a recommended trail network, as illustrated in Maps V-3 and V-4, would connect residential areas to the aforementioned major attractions and to these unique natural features, thereby providing opportunities for Village residents and visitors to participate in a wide array of distinctive recreational experiences. All of these popular features provide the Village economic opportunities that may be derived from tourists, recreational users, and trail users attracted to the Wales area.

## **THE NEED FOR A COMPREHENSIVE PEDESTRIAN, BICYCLE, AND RECREATION TRAIL FACILITY SYSTEM PLAN**

Even though the Village desires to retain its predominantly small-country Village character and avoid most “urban” features, a majority of Village residents and business owners, nevertheless, support the provision of some pedestrian and bicycle facilities along busy streets for safety, utilitarian, and recreational purposes as indicated in a communitywide survey. Accordingly, a comprehensive pedestrian, bicycle, and recreation trail facility system plan should be prepared by the Village. This plan would serve as a refinement of the bikeway plans and the recreation trail plans shown on Maps V-3 and V-4 in Chapter V. Some of the facilities indicated in the detailed system plan would likely be a shared-use asphalt path, similar to the Glacial Drumlin Trail, that serves a multi-purpose function as a pedestrian pathway, a bikeway, and a recreation trail. These facilities should ultimately assist in connecting, and providing safe and convenient access to, significant man-made and natural features of the study area for both recreational and transportation purposes. Such facilities will help reduce air pollution, reduce energy consumption, encourage outdoor recreational pursuits, improve public health, reduce transportation costs, and provide for convenient travel between residential areas and support facilities of neighborhood and communitywide importance, such as schools, parks, shopping centers, and employment areas.

The detailed facility plan should not only identify which segments of a path should be used for certain recreational activities such as hiking, cross-country skiing, in-line skating, and biking, but should also provide specific design standards for safety and construction purposes. Design guidelines may include minimum easement or right-of-way widths, type of pavement surface and base, minimum pavement and shoulder widths, type of signage, construction cost, and other related information. The facility aspects of the plan should specifically distinguish which pathways should consist of concrete sidewalks, shared-use asphalt paths separate from street pavements, bike paths located on street pavements with identified bicycle lanes on each side, or “shared roadways”—signed bicycle routes with no delineated bike lanes on streets that may contain wide curb lanes or paved shoulders and have low traffic speeds and volumes, such as collector and minor land-access streets. A facility system should be planned in a comprehensive and continuous, rather than a piecemeal, fashion. For example, it is important to preferably provide continuity and consistency in the type of bikeway facility provided instead of switching from short segments of bike lanes to wide curb lanes to bike lanes on the same street. All proposed facilities should be further based on site-specific engineering studies prior to development.

To establish bikeways, pedestrian pathways, and recreation trails without careful study could be very costly. Completion of an overall plan reduces needless duplication and improves overall efficiency and helps in the decision-making process as a point of departure in determining the necessary easement or right-of-way widths needed to accommodate such facilities adequately. Not only will the plan help the Village channel local funds efficiently, but will also enable the Village to qualify for potential government assistance programs and fundings such as the Surface Transportation Program-Enhancement Program funds and the Congestion Mitigation and Air Quality Improvement Program funds (CMAQ) established under Federal and State transportation law. Funding of such facilities within street rights-of-way can best be accomplished through the incorporation of improvements into larger roadway improvements which is usually the most cost-effective approach. Facilities developed in this manner are often referred to as “incidental” improvements by the Wisconsin Department of Transportation when such improvements are part of new road construction or reconstruction projects using State and/or Federal funding. The Village should work with surrounding communities, Waukesha County, and the State Departments of Transportation and Natural Resources to insure that, as the pathways are planned and developed, adequate connections with surrounding facilities are established.

## **THE NEED FOR CONTINUED REVITALIZATION AND HISTORIC PRESERVATION PLANNING**

The significant number of potential historic places in the Village of Wales, as shown on Map III-15 in Chapter III, indicates that the area is rich in historic resources. To a large extent, individual owners have sensitively preserved or rehabilitated many of these potential historic buildings and, in other cases, some buildings are in disrepair or have been demolished. There is a need for additional action in the preservation and enhancement of Wales’ historic heritage to prevent disrepair or demolition of historic structures. As indicated in Chapters III, additional formal historical surveys should be conducted for the Wales study area. The Village may wish to undertake such a survey jointly with surrounding communities which may contain similar historic features of Welsh and other ethnic heritage.

A complete communitywide historical survey is the means by which a community such as Wales examines itself in order to identify its unique historic heritage. Such a survey collects, organizes, documents, and photographs historical data and serves to make the community more aware of the value of preserving its past. A more comprehensive survey of this type is needed for the Village of Wales, as evidenced by findings in Chapter III. It is recommended that a complete and uniform historical survey, of the nature described and in conformance with accepted National standards, be conducted by the community with assistance and guidance from qualified consultants and the Historic Preservation Division of the State Historical Society of Wisconsin. The study should also examine the potential for nomination of specific places and, possibly, a historic district to the National and State Registers of Historic Places. Section 62.23(7) of the *Wisconsin Statutes* requires that any municipality containing property listed on the National or State Registers of Historic Places must enact a historic preservation

ordinance to safeguard such resources.<sup>1</sup> The Village adopted such an ordinance in 1996. Stewardship of historic buildings in the Village should be a high priority of both the public and private sectors.

A significant number of potential historic buildings in the Village of Wales are located in the Historic Village Center, 16 of the total 24 potential sites, contributing to the unique character of the Village. As noted earlier, the Village should capitalize on this character by continuing to revitalize this Historic Village Center. Design plans for the area should be at a high level of specificity, and apply to both detailed development and redevelopment proposals. The detailed plans may include a business market analyses, structural condition surveys, and detailed proposals with respect to streetscape, landscaping, signs, parking, bicycle/pedestrian facilities, and any necessary offsite traffic improvements. Basic design recommendations for further enhancing the Center are provided in this Appendix under “Design Recommendations”. For example, such plans may encompass a detailed streetscape plan that includes, but is not limited to, proposed decorative street lighting and tree plantings along Main Street and possibly James and Elias Street with strategically situated ornate benches, fencing, trellises, and landscape beds provided along the popular Glacial Drumlin Trail. The plans should also include building-specific proposals for preserving or restoring potential historic buildings.

The key elements of an effective historic preservation planning effort include: 1) a thorough survey of historic resources, 2) community support for historic preservation, and 3) integration of historic preservation planning into the comprehensive community planning process. The principal means of implementing historic preservation plans include a local landmark or historic preservation commission created by municipal ordinance; a zoning ordinance with specific districts and district regulations for protecting historic sites and structures; and a demolition control ordinance. These principal means may be supplemented by the use of easements and taxation policies.

The Village should also work closely with the government agencies having jurisdiction over two main arterial streets functioning as “gateways” leading traffic into the Village, Wales Road (STH 83) and Summit Avenue (USH 18). Since these arterials may likely convert to four-lane divided arterials, it is important that the arterial design reflects an aesthetic quality that is representative of the Village’s desired character with proper streetscaping as described in this Appendix under “Design Recommendations”.

## **CAPITAL IMPROVEMENTS PROGRAM**

A capital improvements program is a list of major public improvements needed in a community over a short-term period, usually five years, arranged in order of priority of need and adjusted to the community’s ability to finance them. Major public improvements include such items as street improvements and new construction, street lighting, pedestrian/bicycle paths, storm sewers, and public buildings and parks, which together form the “urban infrastructure”, required to support urban land use development and redevelopment. A capital improvements program is intended to promote well-balanced community development without overemphasis on any particular phase of such development, and to promote coordinated development both in time and between functional areas. With such a program, required bond issues and tax revenues can be foreseen and provisions made. Land, needed for the projects, can be acquired in a timely fashion and staged construction facilitated.

It is recommended that those elements of the adopted master plan requiring public expenditures for implementation, including streetscaping, pedestrian/bicycle facilities, and revitalization projects, be included in the Village’s capital improvements program, which is established for a one year period and reviewed and updated annually.

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*Several versions of model historic preservation ordinances have been published by and are available from the State Historical Society of Wisconsin, Division of Historic Preservation in Madison.*



