

# Village of Menomonee Falls

## DESIGN GUIDELINES



## GAS STATIONS

Adopted 1-27-03  
Amended 04-26-04



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## Adopting Resolution

Resolution #001-ACB-04

DESIGN STANDARDS

Gas Station Design Guidelines

WHEREAS, The Department of Community Development was directed by the Architectural Control Board and the Village Board to prepare design guidelines; and

WHEREAS, Staff drafted said revised guidelines; and

WHEREAS, the Architectural Control Board has reviewed the proposed standards;

NOW THEREFORE BE IT RESOLVED that the Gas Station Design Guidelines are hereby approved by the Architectural Control Board this 26 day of April, 2004.

  
Burton Yanke, Architectural Control Board Chairman

  
Richard A. Farrenkopf, Village Manager Clerk – Treasurer

## Encouraged



An example of a gas station from Cedarburg, WI which would meet the guidelines for creating an architectural relationship between the building and canopy.



An example of a service station from Delafield, WI which would meet the guidelines for canopy design, materials, and finishes.

## Encouraged



An example of a gas station in Menomonee Falls where the overall design of the property provides a uniform coordination between buildings and structures.



An example of a gas station where the canopy structure is clad in masonry and the canopy fascia provides an architectural solution to the standard flat fascia.

## Encouraged



An example of a station that does not have a traditional architectural style, but meets the guidelines. *Photo courtesy of Mero Structures, Menomonee Falls, WI.*



An example of a gas station where the guidelines are met and a unique and interesting station was constructed at a complicated intersection.

## Not Encouraged



An example of a gas station that does not meet the guidelines because the canopy does not relate to the main building with regard to massing, materials and color selection.



An example of a gas station that does not comply to the guidelines, because the canopy has illuminated panels.

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## Gas Stations

Gas Stations. Gas Stations are a particular type of building typology that is automotive intensive, and can result in adverse effects on surrounding properties. Where gas stations are permitted the following guidelines are applicable:

1. Site Design
  - a. The building shall be designed so that one side of the building can be considered the rear where loading, dumpster, storage, and similar activities can occur.
  - b. Loading and dumpsters areas must be screened from adjoining properties and rights of way.
  - c. When a retail use is located in the same building or on the same property as the service station there shall be distinct parking areas for each use to allow for separation between fueling areas and parking.
2. Building and Overall Design.
  - a. The design elements of the building and canopy or property shall be aesthetically compatible. The overall design of the facility shall be aesthetically compatible with the surroundings.
  - b. All station amenities such as lighting fixtures, trash receptacles, and other features shall be coordinated in design with the building and the district in which it is located.
  - c. Vision glass on the building must provide unobstructed views in and out of the building.
  - d. Striping, neon, and illuminated panels are not permitted on buildings.
3. Canopy Design
  - a. All canopy supports are encouraged to be clad in brick masonry construction or wood.
  - b. Metal supports may be appropriate in certain instances and architectural styles.

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- c. A maximum of twenty five percent of the cladding of the supports may be constructed of architectural concrete masonry units.
  - d. Standard concrete block canopy and supports are not permitted.
  - e. The cladding of the columns must be proportioned to the height and scale of the canopy.
  - f. All canopy downspouts and related hardware shall be integrated into the structure.
  - g. The canopy structure shall relate to the main component of the building with respect to materials, massing, and overall design.
  - h. The canopy is encouraged to be integrated with the overall roof structure.
  - i. Building details may be used to create the architectural relationship between the principal building and the canopy.
  - j. Fascias of the canopy shall be finished to match the building material and color.

4. Canopy Lighting.

- a. Lighting luminaries mounted under the canopy structures shall be shielded such that the lamp source is not visible and glare is not created.
- b. Striping, neon, and illuminated panels are not permitted on the canopy.

5. Signs.

- a. Signage shall comply with all municipal regulations.

**Enforcement**

When an applicant, property owner, or similar proposes to upgrade an existing station staff may grant approval for the modifications proposed provided that all applicable guidelines are followed. In the case that the guideline is not followed or a disagreement occurs between the applicant and the Village Manager or Designee, then the application shall be reviewed by the Architectural Control Board.

