

URBAN DESIGN

Section 33.24 of the code requires that all proposed developments within an urban design district must be reviewed by the Urban Design Commission (“UDC”) for consistency with the established criteria for the applicable district. The subject property is located within Urban Design District #1. The design standards for this district are found in Section 33.24(8) of the code. The stated purpose of the district is to make the area “a most visually attractive approach to the City of Madison, to establish requirements and guidelines for aesthetically pleasing future development.” The basis for the design review is articulated in Section 33.24(8)(c), which indicates that the UDC is bound to consider the “requirements and guidelines” specified in the code and “relevant design recommendations in any element of the City’s Master Plan or other adopted City plans.” Following are the requirements and guidelines contained in the code, along with an explanation of how the proposed project addresses the requirement/guideline:

Category	Requirement or Guideline?	Standard	How Satisfied
Grading	Requirement	Grading shall insure a positive drainage consistent with established water runoff patterns in the district. All grading shall allow for the installation and maintenance of appropriate landscape materials.	The proposed parking lot has been designed by Edge Consulting Engineers, Inc. to maintain the existing drainage pattern, with sheet flow moving generally from northwest to southeast. The parking lot design maintains a generous open space around each side of the parking lot. Total lot coverage of 66% is less than the maximum 75% lot coverage permitted in the IL – Industrial Limited zoning district.
Grading	Guideline	Grading may create earth forms which add interest to the existing topography. Respect for the natural topography in site development will also be important as a means of adding interest and capitalizing on the sloping terrain. Earth berms are encouraged, to screen out unpleasant views and accentuate pleasant views. Earth mounds may be used to reinforce the proposed landscape treatment.	The proposed design respects the natural topography by maintaining it as-is to the greatest extent possible. The parking lot has been carefully designed to minimize disruption to the existing grading and plant materials.

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Landscaping	Requirement	Landscaping shall be used for a functional as well as decorative purpose, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architectural massing of the building.	As noted above, the proposed parking lot has been carefully designed to minimize disruption to the existing, mature landscaping. As can be seen from the attached photos, the existing landscaping is both functional (providing a dense screen) and decorative.
Landscaping	Guideline	Landscaping should express the unique natural beauty of Madison. There should be a variety of trees and shrubs in group plantings, alternated and dispersed in order to create some variety. While indigenous species will be favored, they should be in scale with the buildings and complement the topography. The unique character of the native landscape should be preserved and reinforced by selecting plant material which originally grew in the area. Both upland and lowland sites are included in the district. Species for planting should reflect this.	The proposed landscaping plan calls for the variety of trees and shrubs that currently exist on the site to be supplemented with additional plantings in order to meet current code requirements for parking lot screening. The plantings are grouped, alternated and dispersed in order to create some variety.
Parking and Service Areas; Screening	Requirement	The amount of parking and service areas to be provided in conjunction with any use shall conform to the requirements as set forth in Chapter 28 (Zoning Code) of the Madison General Ordinances.	[Note: the Zoning Code does not mandate a minimum number of parking spaces for uses within the IL district.]
Parking and Service Areas; Screening	Requirement	Parking and service areas shall be screened from views from John Nolen Drive, the South Beltline Highway, frontage roads, and abutting properties. Screening shall be accomplished in a manner consistent with the requirements of Section 28.142 of the Madison General Ordinances. (Am. by ORD-12-00134, 1-2-13).	The proposed parking area is heavily screened from Femrite Drive by the existing mature landscaping, which is being augmented with additional plantings to satisfy current landscaping requirements for parking lots.

Parking and Service Areas; Screening	Requirement	Parking areas shall be illuminated using attractive low-profile standards and fixtures. Drawings of these standards and fixtures shall be a part of plans submitted to the Urban Design Commission for review and approval.	[Note: no lighting is proposed as part of this project.]
Parking and Service Areas; Screening	Requirement	All open off-street parking areas containing more than three (3) spaces, and all open off-street loading, shall have effective screening on each side adjoining or fronting on any residential property or any public or private street. If the screening is to be accomplished by using plant material, it shall be planted at a minimum height of thirty (30) inches and grown to a height at maturity of at least fifty-four (54) inches. If any other material is used to screen these types of areas, it shall be a minimum height of fifty-four (54) inches.	The proposed parking area is heavily screened from Femrite Drive by the existing mature landscaping, which is being augmented with additional plantings to satisfy current landscaping requirements for parking lots. The existing nonconforming residence to the east will be screened from the parking lot with a 6-foot tall, cedar privacy fence.
Parking and Service Areas; Screening	Guideline	Large parking lots should be avoided. Parking lots with more than seven parking spaces should be subdivided by landscaping so that each subdivided area has no more than seven spaces.	The 25-space parking lot is surrounded on all sides by green space and has been designed with three (3) internal tree islands that break up the scale of the parking field. No parking space is more than ten spaces from a tree island or other perimeter landscaping feature.



View of existing landscaping looking east along Femrite Dr.