



Urban Design Commission

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TO: Urban Design Commission,
Plan Commission,
Common Council

FROM: Al Martin, Urban Design Commission Secretary

DATE: 08 September 2004

SUBJECT: Urban Design Commission — “Large Retail” Ordinance No. 33543 Amendments

The Urban Design Commission has held several lengthy discussions and a work session to gather input from the Sponsoring Alders, City Planning Staff, retail specialists, developers and members of the community on the content of the Large Retail Substitute Ordinance No. 33543.

At a September 01, 2004 meeting, the Urban Design Commission approved a motion to support the Large Retail Substitute Ordinance No. 33543 with the following attached amendments.

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| Amendment A: | Flexibility for superior design solutions |
| Amendment B: | Applicability |
| Amendment C: | Maximum Building Footprint |
| Amendment D: | Roofs |
| Amendment E: | Materials and Colors |
| Amendment F: | Customer Entrances |
| Amendment G: | Site Design |
| Amendment H: | Smaller Retail Establishments |
| Amendment J: | Second Story Requirement |
| Amendment K: | Facades and Exterior Walls |
| Amendment L: | Parking Lots |

If you would like any additional follow-up to this report, please contact me at 267-8740, or Rebecca Cnare at 266-4957.

CC: Ald. Ken Golden
Ald. Brenda Konkel
Ald. Robbie Webber

Attachments: UDC Proposed Amendments: 01 September 2004 (4 pages)
Substitute Ordinance No. 33543

**01 September 2004:
Urban Design Commission Proposed Amendments to Substitute Ordinance No. 3354**

Amendment A : Flexibility for superior design solutions

Strike language: “unless unique or unusual circumstances warrant special consideration to achieve a superior design solution as determined by a two-thirds (2/3) majority of both the Urban Design Commission and the Plan Commission” from the following sections: 1.a., 1.b., 3., 4., 5., 7.a., 13.

See Amendment B: This flexibility language is built back into the beginning of ordinance (Par.1.), without the 2/3 majority requirement, and is proposed to cover every aspect of the ordinance.

Amendment B: Applicability

Strike existing 1.a & 1.b. and replace with the following:

1. Applicability. All new retail development that is on a single zoning lot and has a total gross floor area (GFA) of forty thousand (40,000) square feet or more shall be subject to the requirements of this ordinance. Total GFA shall be calculated by adding the GFA of all buildings on a zoning lot. When applying the requirements below, the Urban Design Commission, Plan Commission, and staff shall consider relevant design recommendations in any element of the City’s Master Plan or other adopted City plans.
 - a. Any single retail business establishment that has a GFA of forty-thousand (40,000) square feet, or more, shall be subject to Paragraphs 2 through 13, below.
 - b. All development on the zoning lot shall be subject to Paragraphs 6 through 13, below.
 - c. The Plan Commission and the Urban Design Commission may waive one or more of paragraphs 2 through 13, below, if it is determined, through written findings, that unique or unusual circumstances warrant special consideration to achieve a superior design solution.
 - d. Proposals for additions, exterior building alterations, or site alterations to existing structures currently used for, or originally designed to accommodate, a retail development that has a GFA of 40,000 square feet or more shall be approved pursuant to the applicable ordinances relating to the alteration of approved projects and shall comply with these requirements to the extent possible, given the constraints of the existing sites and structures.
 - e. Proposals for alterations to existing developments, as described in Par. 1.c. above, that currently exceed or are proposed to exceed the maximum building footprint, as described in Par. 2, below, shall be approved pursuant to the applicable ordinances relating to the alteration of approved projects and shall comply with these requirements to the extent possible, given the constraints of the existing sites and structures.

Amendment C: Maximum Building Footprint

Add the following language to the end of Par. 2.:

The Urban Design Commission and Plan Commission may consider a single retail establishment exceeding the one-hundred thousand (100,000) square feet footprint if the following elements are included as part of a superior design solution.

- a. The following elements must be included as part of a superior design solution:
 - i. Stormwater management plans that additional treatment on site as well as retention well in excess of current regulations.
 - ii. Energy Efficient Design / Green Building Design
 - iii. Green roof

- b. Additionally, a superior design solution may include, but are not limited to one or more of the following:
 - i. Multi-story development
 - ii. Mixed-Use Development
 - iii. Structured or underground parking facilities

Amendment D: Roofs

Strike the highlighted language from 4.b.

- 4.b. Rooflines shall include features such as:
 - i. Parapets, gable roofs, hip roofs, or dormers shall be used to conceal roof top equipment from public view. The average height of parapets shall not exceed fifteen percent (15%) of the height of the supporting wall, and parapets shall not at any point exceed one third (1/3) of the supporting wall. Parapets shall feature three dimensional cornice treatments.
 - ii. Overhanging eaves, extending no less than three (3) feet past the supporting walls.
 - iii. Three (3) or more roof slope planes, with varying lengths and designs.

Amendment E: Materials and Colors

Strike 5.b., 5.c., & 5.d., and replace 5 and 5.a. with the following:

5. Material and Colors. Requirements of this section shall apply to any single retail business establishment that has a GFA of forty thousand (40,000) square feet or more and apply to facades that are visible from a public street or adjacent properties and rights-of-way. Predominant exterior building materials shall be high quality materials, including, but not limited to brick; wood; stone; tinted and textured concrete masonry units. Exterior insulation and finish systems (EIFS) may not be used on the lower three (3) feet of any facade.

Amendment F: Customer Entrances

Strike Paragraph 6.b. and replace with the following:

- 6b. All sides of a building that directly abut a public or private right-of-way that provides vehicular and pedestrian access to the site shall feature at least one (1) customer entrance. The entry may utilize a pedestrian plaza, entry portico, or other community feature as described in Par. 11, below, between the building and sidewalk. Where a building directly abuts more than two (2) public or private rights-of-way, this requirement shall apply to one (1) side of the building that abuts a right of way providing pedestrian and/or vehicular access to the site. Corner entrances may be considered to meet this requirement.

Amendment G: Site Design

Strike paragraph 7 and replace with the following:

7. Site Design. The following requirements apply to the entire zoning lot.
 - a. At least 50 percent (50%) of adjacent street frontage shall be occupied by building facade(s) with a maximum setback of twenty (20) feet. This requirement may be met using any combination of buildings on the zoning lot. No off street parking facilities shall be located between the facades directly abutting the street, and the adjacent street. Where a zoning lot directly abuts two (2) or more public or private rights-of-way, this requirement shall apply to one (1) frontage that abuts a right of way providing pedestrian and vehicular access to the site.
 - b. Where a façade abuts property used, or zoned, for residential purposes, an earthen berm or retaining wall no less than four (4) feet in height shall be provided. The berm or area behind the retaining wall, shall be planted, at a minimum, with a double row of evergreen (or a combination of evergreen and deciduous) trees at intervals of fifteen (15) feet on center, or in clusters or clumps.
 - c. One (1) street tree shall be planted every thirty (30) feet along that part of the perimeter of the parcel that abuts a public right of way. These trees may be planted in clusters.
 - d. The requirement of Subparagraphs d. and e., above, shall be in addition to other applicable landscape requirements as set forth in Sec. 28.04 of these ordinances.

Amendment H: Smaller Retail Establishments

Strike paragraph 13, and replace with the following:

13. Smaller Retail Establishments. Requirements of this section shall apply to all individual retail business establishments that have a GFA of less than forty thousand (40,000) square feet with an exterior entrance(s). The first-level façade of such establishments shall be transparent between three (3) feet and eight (8) feet above the walkway grade for no less than sixty percent (60%) of the horizontal length of the building facade.

Amendment J: Second Story Requirement

Add the following language to create a Paragraph 14 at the end of this ordinance. References to “Par. 2-13”, and “Par. 6-13”, as stated in Paragraph 1.a., and 1.b., shall be changed to reflect this additional language. i.e. “Par 2-14”, and “Par. 6-14”.

14. Multiple Story Requirement. All new development subject to the requirements of this ordinance shall be designed to include a functional second story.

Amendment K : Facades and Exterior Walls

Formerly this amendment was referred to in the memo to UDC dated August, 26 2004 and was in reference to a discussion between Ald. Brenda Konkel and Delora Newton of Smart Growth Madison. This amendment has been revised by the Urban Design Commission to include language (formerly in amendment G) regarding facades that directly abut the public right of way.

Strike the existing language of 3.b. and replace with the following:

- b. Ground floor facades that face, or abut, public streets with pedestrian and vehicular access shall incorporate the following types of features, or combination of features as determined sufficient by the Urban Design Commission and the Plan Commission along no less than 60 percent of the horizontal length:
 - i. Arcade
 - ii. Windows for vision, display or daylighting
 - iii. Customer Entrance
 - iv. Awnings, canopies or porticos
 - v. Outdoor patio, or Community features as described in Par. 11.a., below.

Amendment L : Parking Lots

Add the following language to create 8.f.

- 8.f. For every twelve to fifteen (12-15) parking stalls in a continuous row, at least one (1) canopy tree shall be required in an interior parking lot island pursuant to the requirements as set forth in Sec 28.04 of these ordinances.