



Land Use

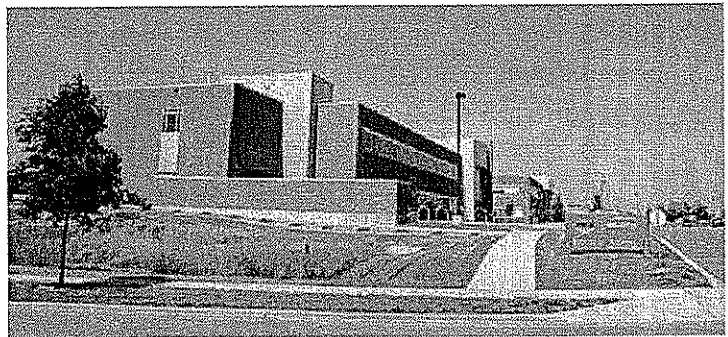
Employment (E)

Employment districts (as distinct from the Commercial districts) are recommended as predominantly office, research and specialized employment areas; and generally do not include retail and consumer service uses serving the wider community. Limited retail and service establishments primarily serving employees and users of the district are encouraged. Although primarily used to identify relatively large, multi-establishment employment districts, such as the University of Wisconsin Research Park, the designation may also be applied to an individual property, such as a hospital, for example.

Location and Design Characteristics

Employment districts typically require good transportation access and should be located on or near major arterial or collector roadways and served by high-capacity transit routes. This is especially important for districts with large numbers of employees. Districts should provide a variety of flexible sites for small, local or start-up businesses, as well as sites for large national or regional enterprises.

Employment districts should be designed to encourage multi-modal travel and convenient circulation to supporting uses located within the district. This would include multiple access points to help disperse traffic, and a complete system of streets, sidewalks and pedestrian and bicycle paths to provide circulation within the district and



MG&E Innovations Center Office and Research Park Development

connections to the surrounding roadway and bicycle route system. Whenever possible, Employment districts should be located close to other Commercial or Mixed-Use districts that provide restaurants, lodging and other services, particularly when these are not available within the district. Location close to residential areas is also recommended.

Whenever possible, Employment districts should be designed to compact urban activity centers rather than low-density suburban-style development, particularly in newly developing areas where the pattern of development is not yet established. Design and development standards are recommended that would help to make developments within existing districts more attractive, engaging and accessible places.



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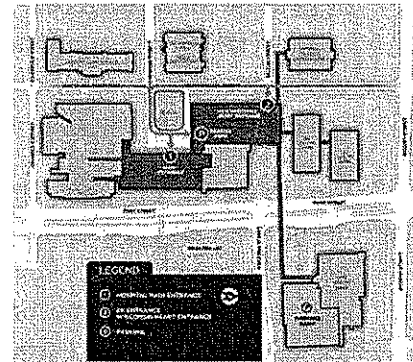
Employment (E)

Recommended Land Uses

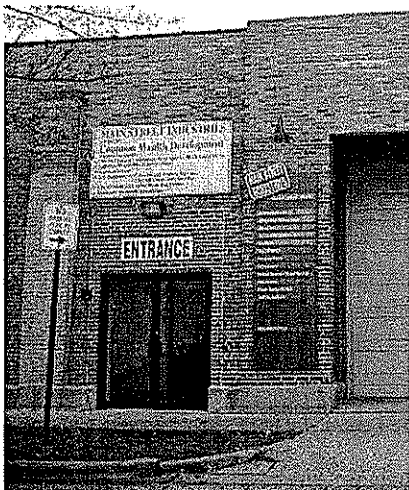
- Corporate and business offices.
- Research facilities and laboratories.
- Hospitals, medical clinics and similar uses.
- Complementary uses primarily serving district employees and users, such as business services, conference centers, child care, restaurants, convenience retail, and hotels and motels.

Recommended Development Intensity

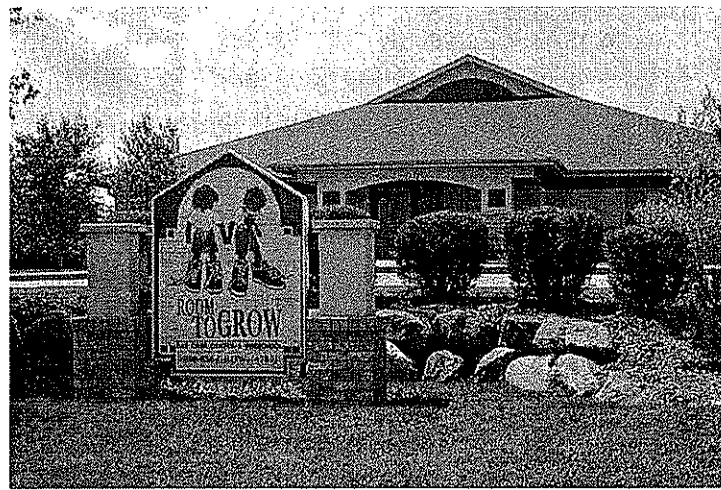
No fixed limits on size of establishment or development intensity, but all uses should be compatible with the density and scale of surrounding development. More specific recommendations may be included in applicable neighborhood or special area plans, and also will be established by applicable zoning regulations. The recommended intensity of development will vary greatly depending on location.



Meriter Hospital & Clinics Campus Map



Main Street Industries is a business incubator building located within an employment district in Madison's East Rail Corridor.



Childcare services are a common land use within employment districts.



Mixed-Use Districts

Mixed-Use districts are recommended locations for development of activity centers that are specifically planned to include both residential and non-residential uses. The range of non-residential uses, and the development density of both residential and non-residential uses in Mixed-Use districts will vary depending on the size of the district and the type and intensity of the surrounding development. Not every building in a Mixed-Use district needs to include both residential and non-residential uses, but that both types of land uses will be accommodated within the district as a whole is inherent in the designation, and Mixed-Use districts must be planned to provide a suitable residential environment.

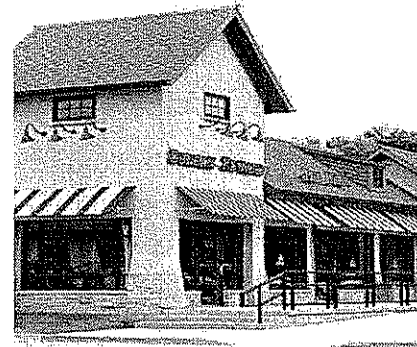
Developments within Mixed-Use districts should be consistent with an adopted neighborhood plan or special area plan, which may also provide detailed land use or design standards.

Neighborhood Mixed-Use (NMU)

Neighborhood Mixed-Use districts are the recommended locations for clusters of relatively small convenience shopping and service uses that serve as activity centers and gathering places for the surrounding neighborhoods or districts.

Location and Design Characteristics

Neighborhood Mixed-Use districts typically form activity centers located along relatively important streets within or adjacent to residential districts. Most neighborhood mixed-use districts are relatively compact, often consisting only of several buildings on one or more corners of a street intersection; but neighborhood mixed-use districts also may be stretched out for several blocks along a local business street.



Small retail and office development on Madison's west side is adjacent to senior and condominium housing.

Development in Neighborhood Mixed-Use districts should be consistent with the design standards for mixed-use areas recommended in City plans, and should provide a pedestrian-oriented "urban" environment generally characterized by:

- Well-designed buildings placed close to the sidewalk and street.
- Parking located primarily behind the buildings or underground. On-street parking is recommended where sufficient right-of-way is available. Buildings that are more than one story, with maximum building height compatible with the size of the district and surrounding structures and land uses. Specific height standards may be recommended in an adopted neighborhood or special area plan.
- Pedestrian-friendly design amenities, such as decorative paving and lighting along sidewalks and paths, plazas, benches, and landscaping.

Neighborhood Mixed-Use (NMU)

Whenever possible, Neighborhood Mixed-Use areas should be designed to incorporate some or all of the Transit-Oriented Development standards outlined in the Comprehensive Plan.

Recommended Land Uses

- Neighborhood-serving commercial buildings and uses. While primarily intended to serve the adjacent neighborhoods, neighborhood mixed-use districts may also include specialty businesses serving wider markets, provided the size of establishment and scale of building is consistent with the character of the district and the surrounding neighborhood.
- Housing types similar to Low-Density Residential districts, but with no fixed maximum number of apartment or row house dwelling units in a building, provided the building scale is appropriate. Generally, this will be a relatively small building when the adjacent neighborhood is low density.
- Mixed-use buildings.
- Non-commercial residential support uses similar to Low-Density Residential districts.



This coffee shop and cafe on Allen Street is part of a Neighborhood Mixed Use District at the corner of Regent and Allen Streets.

Recommended Development Intensity

- Generally, buildings should be between two and four stories in height. Specific height standards should be established in neighborhood or special area plans, and should be compatible with the scale and intensity of the adjacent neighborhood. One-story buildings may be appropriate in limited circumstances but are not encouraged.
- The maximum development intensity (floor area ratio) for commercial uses should be established in a detailed neighborhood or special area plan.
- Gross square footage of commercial buildings (including single-tenant and multi-tenant buildings) should not exceed 10,000 square feet, except for neighborhood-serving grocery stores, which should not exceed 25,000 square feet.
- Net residential densities within a neighborhood mixed-use district generally should not exceed 40 dwelling units per acre, but a neighborhood or special area plan may recommend small areas within the district for a higher maximum density if the development is compatible with the scale and character of the neighborhood.