

DRAFT RECOMMENDATIONS FOR UDD 5 UPDATES

General UDD 5 Design-Related Requirements – Recommended Updates

1. Update requirements around building height, setbacks, and setbacks to aid in the creation of a sense of human scale and to build community character. Potential updates may include:
 - a. New buildings have to have a minimum height (i.e., two stories).
 - b. Buildings fronting commercial corridors as shown on the Commercial Core map, have minimum setbacks to create a consistent, engaging, and walkable street frontage.
 - c. Buildings not fronting Commercial Core streets must be minimally set back to maintain walkability and create easy pedestrian connections to the street and nearby transit. Substantial variations in setbacks between adjoining parcels should be avoided.
 - d. Commercial Core areas, as shown on the Commercial Core map, must have active ground floor commercial uses (retail, restaurant, service, or office uses).

The Commercial Core, as defined in the Greater East Towne Mall Plan, refers to corridors or intersections where ground floor frontages are designated for commercial uses such as retail, restaurants, services, or offices. The purpose of designating specific frontages as part of the commercial core is to establish multiple activity centers characterized by the availability of goods and services within relatively compact, human-scale areas. These areas should be easily accessible via nearby transit, walking, and biking routes integrated into a connected public street network.

General UDD 5 Design-Related Guidelines – Recommended Updates

1. The list of approved building materials and design guidelines should be updated to reflect the current standards of the City, particularly focusing on the Urban Design Commission's "purpose and intent" to encourage and promote high-quality design in new buildings:
 - a. Buildings should be designed so that uses, entrances, and design elements provide amenities to enhance the visual and pedestrian character of the street.
 - b. Blank building walls that lack architectural detail, variety, and windows along street-facing facades should be avoided.
 - c. Changes in a building plane to create porches, balconies, roof terraces, entrances, and other active uses are encouraged for residential units/buildings.
 - d. Buildings should be designed to incorporate changes in plane where materials transitions (i.e., include a minimum dimension).
 - e. Porches and balconies should be well integrated within the design and provide usable open space for tenants.
 - f. Encourage developers to incorporate artists into the design team from the inception of planning to integrate works of art into their projects.
2. Site layout and building orientation guidelines should also be updated.
 - a. All ground floor commercial uses should have usable entrances facing a public street that are open to the public during businesses' regular hours.
 - b. Wherever possible, parking should be placed under buildings (below grade), in parking structures, or behind buildings.
 - c. Parking should be screened from views from public streets and should not be placed between a building and the street. Above-ground structured parking should be designed in a manner so as to incorporate basic architectural design techniques and to screen vehicles from view from public streets.

- d. Commercial Core areas are encouraged to have outdoor patios, outdoor dining, awnings, and display windows.

Potential UDD 5 Subareas

UDD 5, Subarea 1 Design-Related Considerations: E Washington Corridor – Neighborhood-Serving Mixed-Use Center - Aberg Avenue to Thierer Road

- This subarea is characterized by its community attributes and neighborhood scale. Development in this area should support neighborhood-serving mixed-use development to create complete neighborhoods and provide walkable amenities to residents in the area.
- Support residential and low-density development, particularly preserving naturally occurring affordable housing.
- Proximity to institutional and educational uses should be considered in the development of housing and connections to open spaces.

UDD 5, Subarea 2 Design-Related Considerations: E Washington Avenue Corridor - Community Serving Mixed- Use Center - Thierer Road to west, Lien Road to south, E Town Boulevard to north, East Springs Drive and Zeier Road to east

- This subarea is characterized by its regional connectivity. Development in this area has the potential of high-intensity, mixed-use development that serves and supports the larger community and region.
- Support community mixed-use development to create complete neighborhoods and provide walkable amenities to residents in the area.
- Given its location at a major highway interchange, Subarea 2 will remain a gateway to Madison. As such, guidelines and requirements should encourage a higher level of intensity than subarea 1, including establishing minimum building height and setbacks, encouraging appropriate transitions, etc., as well as higher level of design aesthetic in the built environment (high-quality materials, incorporate visual interest, articulation and modulation in building design, etc.).

UDD 5, Subarea 3 Design-Related Considerations: East Towne Mall Neighborhood Center - Thierer Road, East Springs Drive, and High Crossing Boulevard to west, E Town Boulevard to south, Hwy 151 Interchange to the east

- While currently developed as a regional commercial center, future redevelopment within the subarea is intended to create a more multi-modal, transit-oriented development pattern that includes new high-density residential uses accessed from and oriented to a new local public street network with a high degree of pedestrian amenities intended to support successful mixed-use redevelopment.
- Development in or near existing East Towne Mall should consider creating an urban plaza and pedestrian features through and to open spaces when locating building entrances, enhanced sidewalk connections, and pedestrian-orientated uses.
- Areas designated as Low-Medium Residential should provide a range of multi-unit or clustered housing types in buildings no more than three stories.
- Construct earth berms along Interstate 39/90/94 or plant dense vegetation such as trees, shrubs, and bushes that serve as both a visual and sound barrier. The irregular surface helps to deflect and absorb sound waves.

- Whenever possible, integrate noise reduction features into the architectural design of residential buildings facing Interstate and Highway 30. This may include the strategic placement of windows, use of double-glazed glass, and soundproofing materials in walls and roofs.