

Legistar File No. 82973 Body

DRAFTER'S ANALYSIS: This proposed ordinance change is Phase 1 of planned multi-phase revision of the Urban Design Commission ("UDC") ordinance MGO Sec. 33.24. Staff has worked with the UDC Commissioners and the public to identify goals for Phase 1. The text amendments proposed in Phase 1 are intended to clarify the roles and responsibilities of Commission, in many cases codifying long-standing practices. Additionally, these amendments will be intended to aid the development community in navigating the Urban Design Commission ("UDC") review and approval process.

The following items are in Phase 1, Administrative Updates and Clarifications:

- Modernizing the Commission's purpose and intent statement,
- Clarifying UDC composition,
- Clarifying the powers and duties of the UDC as it relates to specific project types,
- Outlining the duties of the Secretary to the Urban Design Commission, especially as it relates to administrative applications,
- Outlining the application, and review and approval process, and
- Clarifying public notice and fee requirements specific to application types.

The Common Council of the City of Madison do hereby ordain as follows:

1. Section 33.24 entitled "Urban Design Commission" of the Madison General Ordinances is repealed and recreated as follows:

33.24 URBAN DESIGN COMMISSION.

(1) Title. This section shall be known, cited and referred to as the Madison Urban Design Commission ordinance and may be referred to herein as "this ordinance.

(2) Purpose And Intent.

It is hereby declared a matter of public policy that the design, appearance, beauty and aesthetics of buildings, landscaping, open spaces, and signage within areas of special interest in the city are a matter of public interest and as such shall be reviewed by the Urban Design Commission to promote these interests.

It is the intent of this section to provide development standards and guidelines for development or redevelopment within areas of special interest in the city. The guidelines and requirements contained within this section are intended serve as the minimum necessary to ensure that development or redevelopment serves the public interest; they are not intended to be overly prescriptive or inhibit design creativity.

The purpose of the Urban Design Commission is to:

- (a) Maintain consistency with recommendations in the City of Madison Comprehensive Plan and any applicable neighborhood, neighborhood development, or special area and subarea plans, including design guidelines and requirements adopted as supplements to those plans.
- (b) Advocate for the aesthetic quality of the City's public spaces and gateways, and balance the interests of individual projects with the desire for welcoming and cohesive neighborhoods and design districts.
- (c) Encourage the use of good urban design principles, including promoting design that is sensitive to context, is appropriate for its time, provides an enhanced

pedestrian experience, employs sustainable design practices, and utilizes an economy of forms and materials.

- (3) Definitions. Unless specifically defined herein, terms shall be defined as in MGO Sec. 28.211.
- (4) Conflicting Regulations. Where the regulations imposed by this ordinance are either more or less restrictive than regulations in other ordinances or laws, including but not limited to Chapter 28, MGO, the regulations which are more restrictive or which impose higher standards or requirements shall prevail, unless an exception to this provision is specifically noted.
- (5) Commission Composition And Terms. An Urban Design Commission, advisory to the City Plan Commission, and vested with final decision-making authority as described elsewhere in this ordinance, in Chapter 31 (Sign Control Ordinance) and elsewhere in these ordinances, is hereby created, consisting of nine (9) voting members. Of the initial voting members appointed, three (3) shall serve terms of two (2) years each; three (3) shall serve terms of one (1) year each; and three (3) shall serve terms of three (3) years each; provided, however, that notwithstanding the provision of subsection (j) below, the alderperson shall serve a two (2) year term and such term shall be concurrent with their term as a member of the Council. Thereafter, the term for each voting member shall be three (3) years. The voting members shall be appointed by the Mayor and approved by the Common Council as follows:
 - (a) One (1) member shall be an alderperson.
 - (b) Two (2) resident members.
 - (c) One (1) member shall be a landscape architect licensed by the State of Wisconsin.
 - (d) Three (3) members shall be architects licensed by the State of Wisconsin.
 - (e) Two (2) members shall be design professionals to be selected from design-related professions including, but not limited to: Urban Planner, Architect, Landscape Architect, Landscape Designer, Structural Engineer, or Graphic Designer.
 - (f) In addition to the members above-mentioned, the Mayor may appoint upon an annual basis a resident to be an alternate member of such Commission to act with full power when any other member of the Commission is absent or refuses to act because of conflict of interest. Alternate members may serve as the Urban Design Commission representative on other City committees.
 - (g) All members and nominees shall be residents of the City of Madison.
 - (h) All lists of nominees shall be submitted to the Mayor along with brief biographies of each, in accordance with these provisions, and all nominees and biographies shall be forwarded to the Common Council at such time as the respective appointments are submitted for approval.
 - (i) The regular terms of office shall commence on July 1 of the respective years, and members shall serve until a replacement is approved.
 - (j) Officers shall be nominated and elected by the Commission.
 - (k) All Commission members shall be subject to Sec. 3.35 (Code of Ethics) and all other applicable laws regarding ethics and conflicts of interest. Additionally, no member of the Urban Design Commission who is employed by, or has any ownership interest in, an entity which has entered into a contract with the City of Madison for any work on a building being built or expanded by the City, or has any other private pecuniary interest, direct or indirect, in any such contract, shall be authorized to participate in any capacity in any official function in regard to

that contract or to perform in regard to that contract any official function requiring the exercise of discretion on their part.

(6) Powers And Duties.

(a) General Powers and Duties. In addition to other duties specifically enumerated herein, in Chapter 31 (Sign Control Ordinance), and elsewhere in these ordinances, the Urban Design Commission ("UDC") shall make recommendations to the City Plan Commission, Common Council and any other concerned commission on all matters referred or assigned to it under the provisions of this ordinance and other City ordinances. Upon referral, unless otherwise specified, the UDC shall provide advice and make recommendations to the concerning department, agency, commission or division on the design, appearance and general aesthetics of the proposed project, including but not limited to general site layout, landscape and building design, exterior materials, lighting, etc. In addition, the UDC may provide advice and make recommendations concerning urban design problems at the request of any City department, agency, commission or division. Except where otherwise specified, the review authority of the UDC does not include improvements within the public right-of-way.

(b) Planned Developments. The UDC shall review and provide an advisory recommendation to the Plan Commission on the design of all proposed developments that are considered Planned Developments under provisions of the Zoning Ordinance (i.e. MGO Sec. 28.098).

Where a Planned Development is in an Urban Design District, the UDC shall act only in an advisory capacity. The Urban Design District guidelines and requirements shall be applicable and the UDC shall base its advisory recommendation in their evaluation of the project against the guidelines and requirements as enumerated in the applicable Urban Design District.

(c) Residential Building Complexes. The UDC shall review and provide an advisory recommendation to the Plan Commission on the exterior design and appearance of all principal buildings or structures, general site layout, landscaping, and exterior building and site lighting of all proposed residential building complexes under the provisions of the Zoning Ordinance (i.e. MGO Sec. 28.183).

Where a Residential Building Complex is in an Urban Design District, the UDC shall act only in an advisory capacity. The Urban Design District guidelines and requirements shall be applicable and the UDC shall base its advisory recommendation in their evaluation of the project against the guidelines and requirements as enumerated in the applicable Urban Design District.

(d) Development in the Downtown Core (DC) and Urban Mixed Use (UMX) Zoning Districts. The UDC shall review development within the DC and UMX zoning districts pursuant to MGO Sections 28.074(4) and 28.076(4), respectively. The UDC shall evaluate such projects for consistency with the "Downtown Urban Design Guidelines."

(e) Review of Public Projects. The UDC shall review and approve plans for public projects, including but not limited to principal buildings or structures, general site layout, lighting, landscaping, etc., and the major alteration thereof. Public projects, include but are not limited to those projects proposed to be built or expanded in the City by the City of Madison, Dane County, Madison Metropolitan School District, Madison College, and/or Madison Metropolitan Sewerage District. In order for the Urban Design Commission to approve a public project or major alteration thereof, the Urban Design Commission shall find that the following conditions are met:

1. The design fosters a sense of civic pride through the use of high-quality building materials, context appropriate massing, and positioning in order to accentuate vistas or terminal views, where appropriate.
2. The design is consistent with relevant recommendations from the City's Comprehensive Plan, other adopted City plans, or other adopted design guidelines.

When approval of the public project is also required by the Common Council, or by the Plan Commission, the UDC shall only act in an advisory capacity. Where a public project is also located in an Urban Design District, the UDC shall base its advisory recommendation on those guidelines and requirements and the standards in this section.

(f) Urban Design Districts.

1. Administration of Urban Design Districts. With the advice and assistance from the Urban Design Commission Secretary, the UDC shall administer the adopted Urban Design Districts.
2. Establishment of Urban Design Districts. The UDC, after analysis of an area and public meeting(s) with property owners and residents, may propose geographically defined districts within the City of Madison as Urban Design Districts. Each proposal shall include a description of the district's boundaries, a design analysis, a statement of design objectives and methods, recommendations for future public and private improvements and developments and specific criteria to be employed in reviewing development proposals. Upon approval of such proposal by the Urban Design Commission, the proposal shall be submitted to the City Plan Commission and Common Council for review and adoption. Adoption of the proposal would include any rezonings and proposed ordinance amendments set forth in the proposal, thus requiring public hearings and procedures as set forth in Sec. 28.181 of the Zoning Code. Amendments to an Urban Design District may be proposed and shall be reviewed and adopted in the same manner.
3. All concerned City departments, commissions and agencies shall work with the UDC in the development of a proposal for the designated district.
4. All plans for the major exterior remodeling of existing properties, including but not limited to new development within an Urban Design District, major alterations to existing development within an Urban Design District, or the painting of an unpainted street-facing facade shall be approved by the Urban Design Commission prior to the issuance of any building, demolition or excavation permits therefor.
5. The UDC may waive or modify certain district requirements or guidelines related to window and door openings, materials and colors, landscaping and screening, etc. in cases where such flexibility does not create a conflict with other chapters of this code, Requirements related to building placement and height shall be maintained as outlined in the individual districts, unless modifications or waivers to such are otherwise specified in the district.

The UDC shall make findings that an alternate design is of higher quality or aesthetic, or that a unique or unusual circumstance warrants special consideration to achieve a superior design solution, or the scope of a project is so limited that the strict application of the guidelines and requirements is not feasible.

(g) Large Retail Developments and Planned Multi-Use Sites.

1. Statement of Purpose. The purpose for this section is to provide a regulatory framework to ensure that large-format retail development and development of planned multi-use sites promotes the efficient use of land and preserves and enhances the urban fabric through a more urban site and building design. In applying this ordinance to the redevelopment, expansion, or remodeling of existing sites, it is the intent of this ordinance to seek improvements, while recognizing that existing constraints will likely make full compliance with all provisions of this section difficult or infeasible.
2. Applicability. All new retail development that is on a single zoning lot and has a total floor area of forty thousand (40,000) square feet or more shall be subject to this ordinance. The total floor area shall be calculated by adding the floor area of all buildings on a zoning lot. When applying the requirements below, the UDC, 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 total floor area of forty-thousand (40,000) or more square feet shall be subject to Paragraphs 3. through 5. below.
 - b. All development on a single zoning lot shall be subject to Paragraphs 4. through 5. below.
 - c. The Plan Commission may waive one or more of the requirements in Par. 3. through 5. below, if it determines 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 floor area of forty thousand (40,000) or more square feet 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 that currently exceed or are proposed to exceed a one hundred thousand (100,000) building footprint, as described in Par. 3, 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 structure.
3. Requirements for Buildings in Excess of 100,000 Square Feet. A single new retail business establishment may only exceed a building footprint of one hundred thousand (100,000) square feet as defined by the exterior walls, as provided below. Other separately-owned retail business establishments, entertainment, office, and residential uses not associated with the proposed business establishment shall not be counted towards the size of the building footprint.

- a. The Plan Commission may consider a single retail establishment exceeding one hundred thousand (100,000) square feet if the design includes one or more of the following elements:
 - i. Multi-story development.
 - ii. Mixed use development.
 - iii. Structured or underground parking facilities.
4. Pedestrian Circulation. The following requirements apply to the entire zoning lot.
 - a. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points. Walkways shall have adjoining landscaped areas along at least fifty percent (50%) of their length. These areas shall include trees, shrubs, benches, flowerbeds, ground covers, or other such materials.
 - b. All internal pedestrian walkways and crosswalks shall be distinguished from driving surfaces to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways. Walkway materials shall be of durable, low-maintenance surface materials, such as pavers, bricks, or scored concrete. Signs shall be installed to designate pedestrian walkways.
5. Central Features and Community Spaces. The following requirements apply to the entire zoning lot.
 - a. At least one (1) of the following central features and community spaces shall be provided for each forty thousand (40,000) floor area of building on the zoning lot. A minimum of two (2) is required and each central features and community space shall each occupy a minimum of four hundred (400) square feet in area.
 - i. Patio/seating area.
 - ii. Pedestrian plaza with benches.
 - iii. Transportation center.
 - iv. Window shopping walkway.
 - v. Outdoor playground area.
 - vi. Kiosk area.
 - vii. Water feature.
 - viii. Planter walls.
 - ix. Other deliberately shaped area and/or focal feature or amenity that adequately enhances the community and public spaces.
 - x. Outdoor employee amenities, such as a break area.
 - b. All of the above, except outdoor employee amenities, shall have direct access to the public sidewalk network and shall not be constructed of materials that are inferior to the principal materials of the building and landscape.
- (h) Sign Review Under Chapter 31. The UDC shall perform all duties required by Chapter 31, the Sign Control Ordinance, including but not limited to conducting: Comprehensive Design Reviews under Sec. 31.043, hearing requests for Modifications of Height, Area or Setback for signs, hearing requests for

Additional Sign Code Approvals, hearing appeals from decisions of the Zoning Administrator (except those decisions related to structural or mechanical concerns heard by the Building Board of Appeals under Sec. 31.04(3)(b)1.) and shall perform any other duties or functions as may be required of the Commission under Chapter 31.

1. Criteria for Zoning Administrator Appeals, Comprehensive Design Review and Modifications of Height, Area, or Setbacks. Criteria for Comprehensive Design Review or Modifications of Height, Area, or Setback, shall be as described in Sec. 31.043 and elsewhere in Chapter 31.
 2. Criteria for reviewing signs in Urban Design Districts shall be as set forth in this ordinance.
 3. Criteria for the UDC to review signs under any other review procedures shall be as set forth by the applicable ordinance. To the extent that requirements, guidelines or other provisions regarding signs in this ordinance conflict with Chapter 31 or any other ordinance, the more restrictive provision shall apply.
- (i) Other Duties. The UDC shall also:
1. Recommend ordinance changes to the City Plan Commission and Common Council which will promote a visually and functionally improved City.
 2. Actively seek the adoption and implementation of City plans for urban beautification in Madison.
 3. Undertake the continuing education of the residents of Madison about the visual assets and liabilities of Madison and the mission and intent of the commission.
- (j) Meeting and Rules. Meetings of the UDC shall be held at the call of the chairperson and at such other times as may determined by the UDC. All meetings of said commission shall be open to the public. The UDC shall keep minutes of its proceedings, shall adopt its own rules of procedure not in conflict with this ordinance or with the applicable Wisconsin Statutes, and shall select or appoint such officers, including a chairperson, as it deems necessary.
- (k) Duties of the Secretary of the Urban Design Commission. The Secretary of the UDC (“the Secretary”) shall be a staff member of the Department of Planning and Community and Economic Development.
1. Administrative Approvals.
 - a. Administrative Approvals in Urban Design Districts. Except as noted in MGO Sec. 33.24(6)(f), the Secretary is authorized to administratively review small building additions and minor building façade alterations, including but not limited to the installation of canopies or awnings, changes in windows or openings, railing details, and minor site improvements, including changes in existing paving or landscaping if found to be in compliance with the applicable design guidelines and requirements of the Urban Design District in question.
 - b. Minor Alteration to Approved Plans Reviewed under Sec. 33.24(6).

When, subsequent to the UDC's approval of a plan for which UDC approval was required under Sec. 33.24(6) or elsewhere in these ordinances, a request is made to alter the plans approved by the UDC, the Secretary is authorized to review such alteration(s) administratively, if, in the exercise of their professional judgment, a change does not substantially alter the approved design. Minor alterations include, but are not limited to, small building additions, minor façade alterations or minor changes to site improvements.

- c. Minor Façade Alterations in Downtown Core (DC) and Urban Mixed Use Districts (UMX). The Secretary is authorized to review and approve applications administratively for minor building facade changes in the DC and UMX districts found in the "Downtown Urban Design Guidelines" established by Resolution #12-00949.

2. Sign Permit Review.

- a. Urban Design Districts. The Secretary shall review applications for sign permits in Urban Design Districts using the requirements and guidelines for each district as required by this ordinance, and shall advise the Zoning Administrator in writing as to whether proposed sign complies, and the Zoning Administrator shall issue or deny the sign permit according to their authority in Ch. 31.
- b. Downtown Core (DC) and Urban Mixed Use (UMX) Districts. The Secretary shall review applications for sign permits in the DC and UMX districts, as described in Secs. 31.13(9), and shall apply the criteria therein, which includes the "Downtown Urban Design Guidelines." The Secretary shall advise the Zoning Administrator in writing as whether the proposed sign meets that criteria, and the Zoning Administrator shall issue or deny the sign permit according to their authority in Ch. 31.

(7) Procedures. This section applies to projects enumerated under MGO Sec. 33.24(6).

- a. Pre-Application Consultation. Prior to making a formal application to the UDC the applicant shall request a pre-application consultation with staff to review and discuss aspects of the proposal.
- b. Completeness Review. Application materials shall be submitted as specified on the Urban Design Commission Application form. The Secretary reserves the right to not accept incomplete applications.
- c. UDC Application Types and UDC Actions.
 1. Informational Presentation. Informational Presentation applications are voluntary, with the exception of Planned Development rezoning requests where they are required. No formal action will be taken by the UDC.
 2. Initial Approval. The UDC shall take formal action, including making findings, design-related recommendations, and/or adopting conditions of approval to be addressed at the Final Approval stage. Initial Approval denotes acceptance of the general site layout and building mass, and scale, but that specific design-related changes and additional information are necessary for the UDC to make findings that the applicable guidelines and requirements and approval criteria are being met.
 3. Final Approval. The UDC shall take formal action, including making findings, design-related recommendations, and adopting conditions of

approval that will be addressed at the Site Plan Review stage. For project's returning to the UDC for Final Approval following an Initial Approval, unless significant design changes have occurred, the UDC's review purview shall be limited to evaluating whether the conditions from the Commission's Initial Approval action have been met. Final Approval denotes that the final design and construction details of a project are approved and that the UDC is able to find that the applicable guidelines and requirements and approval criteria are met. Final Approval is required prior to issuance of building permits.

4. Referrals and Advisory Recommendations. The UDC shall make an advisory recommendation to the approving body on all items referred to the UDC under MGO Sec. 33.24(6)(a) and for those application requests where the UDC is an advisory body as enumerated in MGO Sec. 33.24(6). An advisory recommendation may include findings and design-related recommendations. When acting as an advisory body, the UDC shall provide a motion that includes the UDC's findings and recommendations, including the recommendation for the proposal to return to the UDC for final review and approval if applicable. The approving agency may modify, decline, or adopt the UDC's recommendation. For project's returning to the UDC for Final Approval following an advisory recommendation for Initial Approval, unless significant design changes have occurred, the UDC's review purview shall be limited to evaluating whether the conditions from the Commission's initial recommendation have been met.

An approving body may also refer an item for additional UDC consideration to review revised details or other specified items as part of the action of the approving body.

5. Signage. As part of the UDC's review of signage applications, the UDC shall consider the design-related aspects of the proposed signage, including, but not limited, to general aesthetics, lighting, proportionality, placement, sign type, as well as the applicable criteria enumerated in MGO Chapter 31 for each of the signage applications noted below. The UDC shall take formal action, including making findings, design-related recommendations, and adopting conditions of approval on the following sign application requests:

- a. Zoning Administrator Appeals pursuant to MG) 31.043(1).
- b. Modifications to Height, Setbacks, and Area pursuant to MGO Sec. 31.043(2).
- c. Additional Sign Code Approvals pursuant to MGO 31.043(3).
- d. Comprehensive Design Review for Signage pursuant to MGO Sec. 31.043(4).
- e. Other approvals as noted in MGO Sec. 31.043.

d. Public Notice, When Required.

1. Pre-Application Notification. Written notification to the alder of the district in which the project is located is required prior to making a formal application to the Urban Design Commission.
2. Public Hearing, when Required.
 - a. The UDC shall hold a public hearing for all Initial Approval application requests as listed below and for each matter for which

a hearing is required under MGO Sec. 31.043, within thirty (30) days of the date of filing of said application. The UDC shall conduct hearings in accordance with the Urban Design Commission Policies and Procedures Manual.

1. Applications located within an Urban Design District that cannot be approved administratively.
 2. Modifications of Height, Area, and Setbacks for signage.
 3. Additional Sign Code Approvals pursuant to MGO Sec. 31.043.
 4. Comprehensive Design Review for Signage.
 5. Text and Map Amendments to Urban Design Districts.
 6. Establishment of Urban Design Districts.
- b. Notice of the time, place and purpose of such hearing shall be given by Class 1 notice under Wis. Stat. § 985.07 and notice shall also be sent to the applicant, the Alderperson of the District in which the property affected is located and the owners of property in whole or in part situated within two hundred (200) feet of the boundaries of the properties affected, said notice to be sent at least ten (10) days prior to the date of such public hearing.
- (e) Coordination with other BCCs. When review of development plans is also required by the Landmarks Commission, the Landmarks Commission shall make an action prior to the UDC review and action on the same. When approval is also required by the Plan Commission the UDC shall make their action prior to the Plan Commission review of the same.
- (f) Expiration of Urban Design Commission Approvals. UDC approvals shall expire twenty-four (24) months from the date of the UDC's final action. After consultation with the Alderperson of the district in which the project is located, the Secretary of the UDC may, as part of an administrative application, approve an extension of up to twelve (12) months from the expiration date. If the UDC approval is in conjunction with Land Use application, the UDC approval shall follow the expiration of the Land Use approval.
- (g) Appeals from Action by the Urban Design Commission.
1. Appeals from Actions pursuant to MGO Sec. 33.24(6)(a) through (g).
 - (a) The UDC's decision on items pursuant to MGO Sec. 33.24(6)(a) through (g) is appealable to the Plan Commission.
 - (b) Such appeal shall specify the grounds with specific reference to the findings of the UDC.
 - (c) Such appeal shall be filed with both the Secretary of the Plan Commission and the UDC within ten (10) days of the final action of the UDC.
 - (d) Any appeal shall stay issuance of permits hereunder until the appeal has been acted upon by the Plan Commission.
 2. Appeals of UDC decisions regarding signs made pursuant to Sec. 31.043 shall be final administrative decisions as stated in Sec. 31.043(5).
- (8) Fees.
- (a) Any application for new construction or major exterior remodeling of existing properties pursuant to MGO Sec. 33.24(6)(a) through (g), except public projects

pursuant to Sec. 33.24(6)(e) built or expanded by the City of Madison, shall be accompanied by a fee of three hundred fifty dollars (\$350), which shall be paid to the City Treasurer.

- (b) Where a Land Use application is also required, only the Land Use Application fee shall be assessed. In cases where the Land Use Application is only for a demolition request, both the Land Use Application and UDC Application fee shall be assessed.
- (c) Any application for minor exterior remodeling of existing properties in an Urban Design District or in the Downtown Core (DC) or Urban Mixed Use (UMX) districts shall be accompanied by a fee of one hundred fifty dollars (\$150), which shall be paid to the City Treasurer.
- (d) Application fees for Comprehensive Design Review or any other sign review by the UDC shall be as established in Chapter 31 of the Madison General Ordinances.

EDITOR'S NOTE:

Section 33.24 entitled "Urban Design Commission" of the Madison General Ordinances currently reads as follows:

33.24 URBAN DESIGN COMMISSION.

- (1) Title. This section shall be known, cited and referred to as the Madison Urban Design Commission ordinance and may be referred to herein as "this ordinance".
- (2) Purpose And Intent. It is hereby declared a matter of public policy that the design, appearance, beauty and aesthetics of all public and private buildings, structures, landscaping and open areas are a matter of public concern and as such must be controlled so as to promote the general welfare of the community. The purpose of this section is:
 - (a) To assure the highest quality of design for all public and private projects in the City.
 - (b) To protect and to improve the general appearance of all buildings, structures, landscaping and open areas in the City; to encourage the protection of economic values and proper use of properties.
 - (c) To encourage and promote a high quality in the design of new buildings, developments, remodeling and additions so as to maintain and improve the established standards of property values within the City.
 - (d) To foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.
- (3) Commission Composition And Terms. An Urban Design Commission, advisory to the City Plan Commission, and vested with final decision-making authority as described elsewhere in this ordinance, in Chapter 31 (Sign Control Ordinance) and elsewhere in these ordinances, is hereby created, consisting of nine (9) voting members. Of the initial voting members appointed, three shall serve terms of two years each; three shall serve terms of one year each; and three shall serve terms of three years each; provided, however, that notwithstanding the provision of subdivision (j) below, the aldermanic member shall serve a two-year term and such term shall be concurrent with his/her term

as a member of the Council. Thereafter, the term for each voting member shall be three years. The voting members shall be appointed by the Mayor and approved by the Common Council as follows:

- (a) One member shall be an alderperson.
- (b) Two resident members.
- (c) One member shall be a graduate landscape architect appointed after consideration of a list of at least three nominees submitted by the Wisconsin Chapter of the American Society of Landscape Architects.
- (d) (R. by Ord. 10102, 9-12-90 & 9-15-90)
- (e) Three members shall be registered architects appointed after consideration of a list of at least three nominees for each available position submitted by the Southwestern Chapter of the Wisconsin Society of Architects.
- (f) Two members shall be design professionals to be selected from design-related professions including, but not limited to: Urban Planner, Architect, Landscape Architect, Structural Engineer, Graphic Designer, and Interior Designer.
- (g) In addition to the members above-mentioned, the Mayor may appoint upon an annual basis a resident to be an alternate member of such Commission to act with full power when any other member of the Commission is absent or refuses to act because of conflict of interest. Alternate members may serve as the Urban Design Commission representative on other City committees.
- (h) All members and nominees shall be residents of the City of Madison.
- (i) All lists of nominees shall be submitted to the Mayor along with brief biographies of each, in accordance with these provisions, and all nominees and biographies shall be forwarded to the Common Council at such time as the respective appointments are submitted for approval.
- (j) The regular terms of office shall commence on July 1 of the respective years, and members shall serve until a replacement is approved.
- (k) Officers shall be nominated and elected by the commission.
- (l) All Commission members shall be subject to Sec. 3.35 (Code of Ethics) and all other applicable laws regarding ethics and conflicts of interest. Additionally, no member of the Urban Design Commission who is employed by, or has any ownership interest in, an entity which has entered into a contract with the City of Madison for any work on a building being built or expanded by the City, or has any other private pecuniary interest, direct or indirect, in any such contract, shall be authorized to participate in any capacity in any official function in regard to that contract or to perform in regard to that contract any official function requiring the exercise of discretion on her/his part.

(4) Powers And Duties.

- (a) General Powers and Duties. In addition to other duties specifically enumerated herein, in Chapter 31 (Sign Control Ordinance), and elsewhere in these ordinances, the Urban Design Commission (UDC) shall make recommendations to the City Plan Commission, Common Council and any other concerned commission on all matters referred or assigned to it under the provisions of this ordinance and other City ordinances. In addition, the Commission may provide advice and make recommendations concerning urban design problems at the request of any City department, agency, commission or division.
- (b) Planned Developments. The Urban Design Commission shall review the design of all proposed developments that are considered planned developments under

provisions of the Zoning Ordinance (i.e., Secs. 28.098 and 28.099). In exercising this power, the commission shall be bound by the provisions of Section 28.098(2) and shall report its findings to the City Plan Commission and Common Council. The UDC shall review sign packages in Planned Development Districts using the procedure in, Sec. 31.13(4).

- (c) Residential Building Complexes. The Urban Design Commission shall review the exterior design and appearance of all principal buildings or structures and the landscape plans of all proposed residential building complexes. It shall report its findings and recommendations to the City Plan Commission.
- (d) Review of Public Projects. The Urban Design Commission shall approve plans for all buildings proposed to be built or expanded in the City by the State of Wisconsin, the University of Wisconsin, the City of Madison, Dane County, the Federal Government or any other local governmental entity which has the power to levy taxes on property located within the City. At least annually, the head of every City department, agency, commission or division responsible for major exterior alteration of new or existing public buildings and their related spaces (excluding any subterranean portions of such buildings), parks, or open spaces shall report to the Urban Design Commission those projects proposed for consideration in the capital budget and shall periodically report consideration of such additional projects that subsequently appear during the year. The Urban Design Commission shall provide advice and make recommendations to the responsible department, agency, commission or division on the design, appearance and aesthetics of each proposed project. All plans reviewed by the Urban Design Commission which are submitted to the Common Council for approval shall be accompanied by the report of the commission on the project. The commission shall report in writing to the City Plan Commission and the Common Council at least annually a summary of its recommendations on those projects it has reviewed. The commission need not prepare a detailed design analysis on such minor projects as it deems to have negligible effect on residual environment of the City, including but not limited to the design characteristics of street pavement.
- (e) Establishment of Urban Design Districts.
 1. The Urban Design Commission, after analysis of an area and meeting with property owners and residents, may propose geographically defined districts within the City of Madison as Urban Design Districts. Each proposal shall include a description of the district's boundaries, a design analysis, a statement of design objectives and methods, recommendations for future public and private improvements and developments and specific criteria to be employed in reviewing development proposals. Upon approval of such proposal by the Urban Design Commission, the proposal shall be submitted to the City Plan Commission and Common Council for review and adoption. Adoption of the proposal would include any rezonings and proposed ordinance amendments set forth in the proposal, thus requiring public hearings and procedures as set forth in Sec. 28.12(9) of the Zoning Code. Amendments to an Urban Design District may be proposed and shall be reviewed and adopted in the same manner.
 2. All concerned City departments, commissions and agencies shall work with the Urban Design Commission in the development of a proposal for the designated district.

3. All plans for the major exterior remodeling of existing properties including but not limited to painting of an unpainted exterior face or for new development within an Urban Design District shall be approved by the Urban Design Commission prior to the issuance of any building, demolition or excavation permits therefor. Upon application for such permits, unless the District regulations provide otherwise, the Zoning Administrator shall forward said application together with such plans or other information as may be prescribed to the Urban Design Commission for review and action.

UDC Public Hearing Procedure. The Urban Design Commission shall hold a public hearing on each application for the types of permits listed above, and each matter for which a hearing is required under Sec. 31.043, and any other procedure under Sec. 33.24 that requires a public hearing, within thirty (30) days of the date of filing of said application. Notice of the time, place and purpose of such hearing shall be given by Class 1 notice under Wis. Stat. § 985.07 (2007-2008), and notice shall also be sent to the applicant, the Alderperson of the District in which the property affected is located and the owners of property in whole or in part situated within two hundred (200) feet of the boundaries of the properties affected, said notice to be sent at least ten (10) days prior to the date of such public hearing. Nothing herein shall prevent the owner or the owner's architect from requesting a meeting with the Urban Design Commission prior to beginning extensive preliminary plans for the proposed development, by making a request through the Secretary of the Commission. The owner and/or the owner's architect or other agent may request additional meetings with the Commission during the planning process.

An appeal of the decision of the Urban Design Commission to approve or reject the issuance of a building, demolition or excavation permit under this subsection, or to approve exterior painting, or any other approval required by this Sec. 33.24(4)(e)3., may be taken to the Plan Commission by the applicant or by the Alderperson of the District in which the use is located. Any appeal shall stay issuance of permits hereunder until the appeal has been acted upon by the Plan Commission.

Appeals of UDC decisions regarding signs made pursuant to Sec. 31.043 shall be final administrative decisions as stated in Sec. 31.043(5).

(f) Large Retail Developments.

1. Statement of Purpose. The purpose for this section is to provide a regulatory framework to ensure that large-format retail development promotes the efficient use of land and preserves and enhances the urban fabric through a more urban site and building design. In applying this ordinance to the redevelopment, expansion, or remodeling of existing sites, it is the intent of this ordinance to seek improvements, while recognizing that existing constraints will likely make full compliance with all provisions of this section difficult or infeasible.
2. Applicability. All new retail development that is on a single zoning lot and has a total floor area of forty thousand (40,000) square feet or more shall be subject to this ordinance total floor area shall be calculated by adding the floor area 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 total floor area of forty-thousand (40,000) or more square feet shall be subject to Paragraphs 3. through 8. below.
- b. All development on a single zoning lot shall be subject to Paragraphs 4. through 8. below.
- c. The Plan Commission may waive one or more of the requirements in Par. 3. through 8. below, if it determines 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 floor area of forty thousand (40,000) or more square feet 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 that currently exceed or are proposed to exceed a one hundred thousand (100,000) building footprint, as described in Par. 3, 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 structure.

3. Requirements for Buildings in Excess of 100,000 Square Feet. A single new retail business establishment may only exceed a building footprint of one hundred thousand (100,000) square feet as defined by the exterior walls, as provided below. Other separately-owned retail business establishments, entertainment, office, and residential uses not associated with the proposed business establishment shall not be counted towards the size of the building footprint.

- a. The Plan Commission may consider a single retail establishment exceeding one hundred thousand (100,000) square feet if the design includes one or more of the following elements:
 - i. Multi-story development.
 - ii. Mixed use development.
 - iii. Structured or underground parking facilities.

4. Customer Entrances.

- a. The side of a building that directly abuts the most traveled 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. 8, below, between the building and sidewalk. Corner entrances may be considered to meet this requirement.

5. Site Design. A development must follow one of the following three (3) options adjacent to the street that is projected to have the most

pedestrian activity associated with the building(s). The requirements may be met using any combination of buildings on the zoning lot. The site may be designed to utilize any combination of the three (3) setbacks, i. through iii., below. If a zoning lot directly abuts two (2) or more public or private rights-of-way, there are no requirements for additional street frontages.

- a. At least fifty percent (50%) of adjacent street frontage shall be occupied by building facades with a maximum setback of twenty (20) feet. This requirement may be met by using any combination of buildings on the zoning lot. No off-street parking facilities shall be located between the façade(s) directly abutting the street and the adjacent street.
- b. At least sixty percent (60%) if adjacent street frontage shall be occupied by building facades with a maximum setback of sixty-five (65) feet. This setback shall allow for only a single drive aisle and one row of perpendicular parking with building entrance access and required landscaped buffer as stated in Par. 6.a., below. This setback may be extended to a maximum of seventy-five (75) feet, if traffic circulation, drainage and/or other site design issues are shown to require additional space.
- c. At least seventy percent (70%) of adjacent street frontage shall be occupied by building facades with a maximum setback of eighty-five (85) feet. This setback shall allow for only a single drive aisle and two rows of perpendicular parking with building entrance access and required landscaped buffer as stated in Par. 6.a., below. This setback may be extended to a maximum of one hundred (100) feet, if traffic circulation, drainage and/or other site design issues are shown to require additional space.

6. Parking. The following requirements apply to the entire zoning lot.

- a. Off street parking facilities shall be located at least ten (10) feet from any property line and/or right-of-way and utilize a landscape buffer that includes trees, shrubs, decorative fencing, benches, flowerbeds, ground covers, or other high-quality materials.
- b. Transportation Demand Management. Any single retail business establishment of forty thousand (40,000) square feet or more with one hundred (100) or more full-time employees or full-time equivalents is required to have a Transportation Demand Management (TDM) Plan, or participate in a Transportation Management Association (TMA), if one is available in the geographic area of the establishment. This requirement shall also apply to any such existing retail business establishment proposing an addition or alteration, and that will have one hundred (100) or more full-time employees or full-time equivalents.
 - i. The TDM Plan shall generally describe the applicant's intent with respect to reducing the number of single-occupant automobile trips and list the methods the applicant intends to use. These methods shall be based on the transportation choices available and indicate if the applicant will provide for either the full price to purchase a monthly bus pass from Madison Metro, or provide for three (3) or more of the following options to all employees:

ridesharing/car pool matching; preferred parking for ride sharers; secured bicycle parking, showers and lockers; employee commuting subsidies or awards; emergency ride home program; employer-subsidized bus passes; provision of real-time transit information; or other options proposed by the employer to discourage the use of single-occupant vehicles, and as approved by the City.

- ii. The employer shall make the provisions in its Plan available to all employees.
- iii. The Plan shall describe the traffic/parking impacts of the development and shall provide specific details on the measures the employer will use to monitor the traffic/parking impacts.
- iv. The Plan shall be periodically updated at intervals not to exceed every two years.
- v. The Plan shall be reviewed by the Traffic Engineer in concert with the Planning Division Director. The Traffic Engineer shall provide comments and suggestions for how the Plan might be improved.

7. Pedestrian Circulation. The following requirements apply to the entire zoning lot.

- a. Sidewalks shall be provided along all sides of the site abutting a public or private right-of-way. Public sidewalks within the right-of-way may be used to meet this requirement.
- b. Continuous internal pedestrian walkways at least six (6) feet in width shall be provided from the public sidewalk or right-of-way to the principal customer entrance of all buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points. Walkways shall have adjoining landscaped areas along at least fifty percent (50%) of their length. These areas shall include trees, shrubs, benches, flowerbeds, ground covers, or other such materials.
- c. Sidewalks at least eight (8) feet in width shall be provided along the full length of the building facade featuring a customer entrance, and along any façade abutting parking areas and shall provide at least eight (8) feet in width clear from any merchandise, vending, or other obstructions. These sidewalks shall be located at least six (6) feet from the facade to provide planting beds for foundation landscaping, except where features such as arcades, entryways, or community features, as defined in Par. 8., below, are part of the facade.
- d. Internal pedestrian walkways provided in conformance with subparagraph b., above, shall have weather protection features, such as awnings or arcades within thirty (30) feet of all customer entrances and shall be constructed parallel to the façade of the building but need not extend into driving aisles or parking areas.
- e. All internal pedestrian walkways and crosswalks shall be distinguished from driving surfaces to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.

Walkway materials shall be of durable, low-maintenance surface materials, such as pavers, bricks, or scored concrete. Signs shall be installed to designate pedestrian walkways.

- f. Sidewalks shall connect transit stops on or off-site as well as to nearby residential neighborhoods.

8. Central Features and Community Spaces. The following requirements apply to the entire zoning lot.

- a. At least one (1) of the following central features and community spaces shall be provided for each forty thousand (40,000) floor area of building on the zoning lot. A minimum of two (2) is required and each central features and community space shall each occupy a minimum of 400 square feet in area.
 - i. Patio/seating area.
 - ii. Pedestrian plaza with benches.
 - iii. Transportation center.
 - iv. Window shopping walkway.
 - v. Outdoor playground area.
 - vi. Kiosk area.
 - vii. Water feature.
 - viii. Planter walls.
 - ix. Other deliberately shaped area and/or focal feature or amenity that adequately enhances the community and public spaces.
 - x. Outdoor employee amenities, such as a break area.
- b. All of the above, except outdoor employee amenities, shall have direct access to the public sidewalk network and shall not be constructed of materials that are inferior to the principal materials of the building and landscape.

(g) Duties of the Secretary of the Urban Design Commission. The Secretary of the Commission shall be a staff member of the Department of Planning and Community and Economic Development.

- 1. Administrative Approval within Urban Design Districts. The Secretary may administratively approve certain proposed building additions, minor façade alterations, or minor construction within Urban Design Districts if found to be in compliance with the applicable criteria and requirements of the District in question.
- 2. Minor Alteration to Approved Plans Reviewed under Sec. 33.24(4)(b).

When, subsequent to the UDC's approval of a plan for which UDC approval was required under Sec. 33.24(4) or elsewhere in these ordinances, a request is made to alter the plans, the Secretary of the Urban Design Commission may approve such alteration(s) on behalf of the UDC, if in the exercise of her/his professional judgment, a change does not substantially alter the approved design, and may make that recommendation to the Director of the Department of Planning and Community and Economic Development.

- 3. Minor Façade Alterations in DC Downtown Core District. The Secretary shall perform the duties for review and approval of applications for minor

building facade changes in the DC district found in the "Downtown Urban Design Guidelines" established by Resolution #12-00949.

4. Sign Permit Review by the Secretary.

- a. Urban Design Districts. The Secretary shall be authorized to review applications for sign permits in Urban Design Districts using the standards and criteria for each district as required by this ordinance, and shall report to the Zoning Administrator whether proposed signage is in compliance with such requirements, and may recommend approval or denial of the permit accordingly.
- b. DC Downtown Core and UMX Districts. The Secretary shall perform the duties for review and approval of applications for sign permits in the DC and UMX districts, as described in Secs. 31.13(9), and shall apply the criteria therein, which includes the "Downtown Urban Design Guidelines."

(h) Other Duties. The commission shall also:

1. Actively work with the Common Council Legislative Committee to try to implement changes in state laws which will facilitate the discharge of its functions, streamline the approval process for private development, and assist in the improvement of the visual and functional City.
2. Recommend ordinance changes to the City Plan Commission and Common Council which will promote a visually and functionally improved City.
3. Actively seek the adoption and implementation of plans for urban beautification in Madison.
4. Undertake the continuing education of the residents of Madison about the visual assets and liabilities of Madison and the mission and intent of the commission.
5. Report quarterly to the City Plan Commission on its activities, plans and work programs.
6. Perform all duties as authorized in Chapter 31, Sign Control Ordinance, referenced below in Sec. 33.24(4)(j).

(i) Meetings and Rules. Meetings of the Urban Design Commission shall be held at the call of the chairperson and at such other times as such commission may determine. All meetings of said commission shall be open to the public. The commission shall keep minutes of its proceedings, shall adopt its own rules of procedure not in conflict with this ordinance or with the applicable Wisconsin Statutes, and shall select or appoint such officers, including a chairperson, as it deems necessary.

(j) Sign Review Under Chapter 31. The Commission shall perform all duties required by Chapter 31, the Sign Control Ordinance, including but not limited to: conducting Comprehensive Design Reviews under Sec. 31.043, hearing requests for modification of height, area and setback for signs, hearing requests for Additional Sign Code Approvals, hearing appeals from decisions of the Zoning Administrator (except those decisions related to structural or mechanical concerns heard by the Building Board of Appeals under Sec. 31.04(3)(b)1.) and shall perform any other duties or functions as may be required of the Commission under Chapter 31. The Commission shall use criteria for sign review described in Sec. 33.24(7)(b) below.

- (5) Professional Services. The Department of Planning and Community and Economic Development and other departments and divisions of the City of Madison shall provide, upon request, the professional services the Urban Design Commission deems necessary to fulfill its purposes and duties.
- (6) Fees.
 - (a) Any application for new construction or major exterior remodeling of existing properties in any Urban Design District, public projects pursuant to Sec. 33.02(4)(c) and (d), unless built or expanded by the City of Madison, State of Wisconsin, University of Wisconsin or federal government shall be accompanied by a fee of three hundred fifty dollars (\$350), which shall be paid to the City Treasurer.
 - (b) Any application for minor exterior remodeling of existing properties in an Urban Design District or a DC District shall be accompanied by a fee of one hundred fifty dollars (\$150), which shall be paid to the City Treasurer.
 - (c) Application fees for Comprehensive Design Review or any other sign review by the UDC shall be as established in Chapter 31 of the Madison General Ordinances.
- (7) Urban Design Commission Criteria. In addition to the criteria established elsewhere in Sec. 33.02 for each Urban Design District, the Commission shall apply the following criteria, when applicable:
 - (a) (Rep. by ORD-13-00069, 5-8-13).
 - (b) Criteria for Sign Review Under Chapter 31. Criteria for Comprehensive Design Review or other sign approval duties assigned to the UDC in Chapter 31, shall be as described in Sec. 31.043 and elsewhere in Chapter 31. Criteria for reviewing signs in Urban Design Districts shall be as set forth in this ordinance. Criteria for the UDC to review signs under other any other review procedures shall be as set forth by the applicable ordinance. To the extent that requirements, guidelines or other provisions regarding signs in this ordinance conflict with Chapter 31 or any other ordinance, the more restrictive provision shall apply.
- (8) Urban Design District No. 1.
 - (a) Statement of Purpose. Urban Design District No. 1 is hereby established to make John Nolen Drive and the South Beltline Highway and adjacent properties, a most visually attractive approach to the City of Madison, to establish requirements and guidelines for aesthetically pleasing future development, and to assure that future development in the district will preserve and enhance the property values in the district and not cause a substantial depreciation in the property values within the district. Design requirements and guidelines are therefore hereby established to assist property owners in the district and the State of Wisconsin, City of Madison, and Dane County in improving and developing all properties within the district. In addition, the district is designed to foster a sense of personal and civic pride among the property owners, particularly as it relates to the appearance of their area, and the corresponding promotion of the commercial enterprises therein. A map of the District, current as of April 20, 2009, is available from the Department of Planning and Community and Economic Development.
 - (b) Design Review Required. All development in the district (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior faces, exterior lighting, landscaping or screening done in conjunction with new buildings or structures or additions, and cutting or removal

of trees greater than two inches in maximum diameter, and permits for new signs) shall require approval of the Urban Design Commission or the Secretary if authorized under Sec. 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, with all applicable federal and state laws, and with the Building Code, Zoning Ordinance, and other applicable codes of the City of Madison not in conflict with this ordinance. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the district. However, if this ordinance conflicts with other city regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern.

(c) Basis for Design Review. In reviewing plans for development in the district, the Urban Design Commission shall consider in each case those of the following requirements and guidelines as may be appropriate. In addition, when applying the requirements and guidelines, the Urban Design Commission and staff shall consider relevant design recommendations in any element of the City's Master Plan or other adopted City plans. The overall design of each development shall be of high quality.

1. Site Planning.

a. Grading. The grading of public and private land in the district shall meet the following requirements, and shall conform as much as possible with the following guidelines:

i. Requirements. 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.

ii. Guidelines. 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.

b. Landscaping. The landscaping of public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:

i. Requirements. 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.

ii. Guidelines. 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. A recommended list of appropriate species for both types includes:

Upland

<u>Trees:</u>	
Quercus alba	White Oak
Quercus macrocarpa	Bur Oak
Quercus rubra	Red Oak
Tilia americana	Basswood
Prunus serotina	Black Cherry
Acer rubrum	Red Maple
Fraxinus americana	American Ash
Juglans nigra	Walnut
Aesculus hippocastanum	Chestnut

<u>Evergreens:</u>	
Juniperus virginiana	Red Cedar
Juniperus horizontalis	Creeping Juniper

<u>Shrubs:</u>	
Cornus racemosa	Gray Dogwood
Corylus americana	Filbert
Crataegus Spp.	Hawthorne
Malus ioensis	Prairie Crabapple
Prunus virginiana	Common Chokecherry
Rhus glabra	Smooth Sumac
Rhus typhina	Staghorn Sumac
Rosa Spp.	Wild Rose
Viburnum lentago	Nannyberry Viburnum
Viburnum prunifolium	Blackhawk Viburnum
Euonymus Alatus	Burning Bush

Lowland

<u>Trees :</u>	
Quercus bicolor	Swamp White Oak
Fraxinus pennsylvanica	Green Ash
Crataegus mollis	Downy Hawthorn
Crataegus crusgalli	Cockspur Hawthorn
Carpinus caroliniana	Musclewood
Celtis occidentalis	Hackberry
Salix nigra	Black Willow

Acer rubrum	Red Maple
Betula nigra	River Birch

<u>Evergreens :</u>	
Thuja occidentalis	White Cedar or Arborvitae

<u>Shrubs :</u>	
Alnus incana (cold water)	Speckled Alder
Amelanchier canadensis	Shadblow Serviceberry
Amelanchier laevis	Alleghany Serviceberry
Amorpha fruticosa	Indigobush Fruticosa
Aronia arbutifolia	Red Chokecherry
Arnoia melanocarpa	Black Chokeberry
Cephalanthus occidentallis	Common Buttonbush
Clematis virginiana	Virginsbower
Cornus racemosa	Gray Dogwood
Cornus stolonifera	Redosier Dogwood
Cornus amomum	Silky Dogwood
Ilex verticillata	Common Winterberry
Malus ionensis	Prairie Crab
Sambucus canadensis	American Elder
Salix discolor	Pussywillow
Salix glaucophylla	Firm Blueleaf Willow
Salix lucida	Shining Willow
Salix petiolaris	Petiolaris Willow
Salix servicea	Silky Willow
Salix serissima	Autumn Willow
Viburnum dentatum	Arrowwood Viburnum
Viburnum trilobum compacta	American Highbush Cranberry

- c. Building Relationships. The siting of structures on public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:
- i. Requirements. The structures shall be related to the site to enhance or maintain current contours. New development shall consider activities on adjacent properties with relation to access from abutting streets, parking areas, service areas, building setbacks, height of structures, and color and materials of adjacent or nearby buildings.
 - ii. Guidelines. In the development of the site, the existing quality vegetation should ordinarily be maintained. Areas which are highly visible to living units should be landscaped in a manner complementary to the building

forms. Buildings should be sited to avoid having living units with direct views of parking areas. The relationship of any buildings to the public right-of-way should be completed in a manner that presents an attractive, properly located structure. In the siting of new structures, consideration shall be given to:

- A. Relating attractively to abutting roadways, the Nob Hill Interchange, the interchange with Interstate Highway 90, and the lakes.
- B. Recognizing the views of the city skyline, Lake Monona, and the Exposition Center.
- C. Providing landscaping treatment for open areas which are highly visible from John Nolen Drive and which complement the building forms.

2. Lighting. Exterior lighting in the district shall meet the following requirements and conform as much as possible with the following guidelines.

a. Requirements. The functions of exterior lighting on private property shall be:

- i. To illuminate building facades, especially those bearing business identification signs.
- ii. To illuminate pedestrian walks and spaces.
- iii. To illuminate parking and service areas.

The choice of equipment, design, quantity, and placement of on-site lighting shall relate to these functions. Lighting shall be adequate but not excessive. The height and number of lighting standards shall be appropriate to the building and its function and to the neighborhood.

b. Guidelines.

- i. Building Facades. Architectural lighting should be free from glare and of a type to complement the existing development in the district.
- ii. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property and its residents, while not reflecting direct rays of light into adjacent property.
- iii. Off-Street Parking Area. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Section 10.08 of the Madison General Ordinances.

3. Utility Service. It shall be a goal of this district to eliminate overhead wiring within the district. To this end, owners of property within the district, working with the Madison Gas and Electric Company, Wisconsin Bell, and cable television licensees, shall, in all new developments and major additions, make provision for underground service. Whenever possible this shall be accomplished during building development and construction. When it is not possible, certification to the fact that provisions have been made for the placement of service underground, signed by representatives of each company, shall appear on plans submitted to the Urban Design Commission for review.

4. Signs. Signs in the district shall meet the following requirements and conform as much as possible to the following guidelines.
 - a. Requirements.
 - i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings.
 - ii. Signs shall be located and designed only to inform the intended clientele.
 - iii. Signs shall be used only as identification of the establishment, and shall have no more than a total of eight (8) symbols and/or words.
 - iv. No portion of an illuminated sign shall have luminance greater than two hundred (200) foot-lamberts for any portion of the sign within a circle of two (2) feet in diameter. No sign or part of any sign shall change its level of illumination more than once every one (1) hour.
 - v. Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour.
 - vi. A minimum setback of five (5) feet from the public right-of-way is required of all ground signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area.
 - vii. The height of a ground or wall sign shall not exceed ten (10) feet along John Nolen Drive or eighteen (18) feet elsewhere in the district unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:
 - A. An exception from the height limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
 - B. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
 - viii. The net area of a ground or wall sign shall not exceed forty (40) square feet along John Nolen Drive or seventy-two (72) square feet elsewhere in the district unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria:
 - A. An exception from the size limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and

- B. An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
 - b. Guidelines.
 - i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the district.
 - ii. A sign should be appropriate to the type and activity and clientele at which its message is aimed.
 - iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
 - iv. Signs should avoid covering or impinging upon landscape features or significant structures.
 - v. Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the sign.
 - vi. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.
 - c. The Urban Design Commission shall, in addition, evaluate proposed signs in the district based upon the requirements of Chapter 31 in the Madison General Ordinances.
5. Parking and Service Areas; Screening. The Urban Design Commission in its review of plans for the district will concern itself with the height at time of planting, the spacing, height at maturity, and ability of proposed plants to screen throughout the year. Screening shall meet the following requirements and conform as much as possible with the following guidelines:
- a. Requirements.
 - i. 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.
 - ii. 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.
 - iii. 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.
 - iv. Off-Street Parking and Loading Areas. 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.

- v. District Boundary Lines. Any property located in a commercial or manufacturing district shall have effective screening along lot lines adjoining any residence district.
- vi. Screening of Rubbish and Trash Storage. Such areas shall be screened to block the view of rubbish and trash containers from any point outside the property on which the storage area is located.

b. Guidelines.

- i. 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.
- ii. Acceptable screening may consist of any of the following or combinations thereof:
 - A. Principal or accessory buildings;
 - B. Earth berms;
 - C. Masonry walls;
 - D. Hedges;
 - E. Trees;
 - F. Decorative fences. (Diamond mesh or other metallic fences are not acceptable.)

6. Building Design. Buildings shall meet the following requirements and conform as much as possible with the following guidelines.

a. Requirements.

- i. Materials and colors shall be durable, low maintenance, and harmonious with each other and with other buildings in the neighborhood.
- ii. Mechanical elements mounted on the roof or ground shall be screened from the view of adjacent properties and roadways.
- iii. Contemporary architecture shall be the goal of the district. Buildings shall be designed to complement and enrich this character. Building component massing, materials, textures, and colors shall be consistent with this character.
- iv. The overall design of the building shall be of high quality, considering the importance of the district as a principal gateway to the City.
- v. Metal shall not be used as an exterior material for building, except as an integral part of a design of exceptional merit.
- vi. An addition shall relate to the existing building in terms of scale, materials, and color.

b. Guidelines.

- i. Structures should be designed to be compatible with the structures that are adjacent to them.
- ii. Large unbroken exterior facades should be avoided.
- iii. All building elevations are of importance and should be carefully designed. Buildings should avoid blank facades. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.
- iv. Any building of exceptional height or prominence shall be integrated with the surrounding development and topography.

(9) Urban Design District No. 2.

- (a) Statement of Purpose. The Urban Design District No. 2 is hereby established to make the Schroeder Road/Watts Road area and adjacent properties between Gammon Road and Whitney Way an attractive visual experience and to establish guidelines which insure that commercial, industrial, and residential development can occur which complement the existing development in the district. Design guidelines and criteria are therefore hereby established to assist area property owners in the City of Madison, Dane County, Town of Madison, and Town of Middleton in improving and developing all properties within this area. In addition, the district is designed to develop a sense of identity among the people that live and work in the district. A map of the District is available from the Department of Planning and Community and Economic Development.

All development designed, erected, and maintained pursuant to the provisions of this ordinance shall be designed, erected, and maintained in compliance with all applicable Federal Laws, State Laws, and with the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance.

- (b) Property Included in the District. The District shall include property having any frontage on: Forward Drive, Ellis Potter Court, Gilbert Court, Kessel Court, Rayovac Drive, Schroeder Road and Schroeder Court; Struck Street between Schroeder Road and Watts Road; the east side of Gammon Road between the southern right-of-way line of the West Beltline Highway and Park Ridge Drive; the south side of Watts Road between Gammon Road and Rayovac Drive; the west side of Whitney Way between Schroeder Road and 410 feet north of the north right-of-way line of Piping Rock Road and the east side of Whitney Way between the West Beltline Highway and 130 feet northeast of the north right-of-way line of Woodland Way. Any future attachment of property located on both sides of Seybold Road and the north side of Watts Road from the Town of Middleton to the City of Madison shall hereby be added to the District. If any portion of a zoning lot is in the district, the entire lot is within the district.
- (c) Design Review Required. All development in the district (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior surfaces, and screening done in conjunction with new buildings or structures or additions to existing buildings or structures, and permits for new signs), except residential buildings containing eight (8) or fewer dwelling units and modifications to the existing miniature golf course, par-three golf course, driving range and batting cages and any new structures containing less than two thousand (2000) square feet situated on the Vitense Golfland abutting the 5400 and 5500 blocks of Schroeder Road, shall require approval of the Urban

Design Commission or the Secretary if authorized under Sec. 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and other state laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. Approval of the Urban Design Commission under this subsection shall not be required for an awning unless it is part of other development requiring approval under this subsection. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the district. However, if this ordinance conflicts with other City regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern.

- (d) Basis For Design Review. In reviewing plans for the improvement of existing facilities or for new development within the area, the Urban Design Commission shall consider in each case those of the following guidelines and requirements as may be appropriate:

1. Site Planning.

- a. Grading. The grading of public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:

- i. Requirements. Grading shall insure positive drainage consistent with established run-off patterns in the district. All grading shall be completed in such a manner that allows for the regrowth of natural vegetation. The creation of artificial topography or the change of any grades shall strive towards a natural appearance.
- ii. Guidelines. Grading should be considered as a device for creating 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 gentling sloping terrain. The use of earth berms is encouraged as a means of screening out unpleasant views and accentuating pleasant ones. Earth mounds should be used to reinforce the proposed landscape treatment.

- b. Landscaping. The landscaping of public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:

- i. Requirements. Landscaping shall be used for a functional as well as decorative purpose, including framing of desirable views, screening of unattractive features and views along the roadway, screening of different uses from each other, and finally complementing the architectural massing of the building.
- ii. Guidelines. Any landscaping which is done should be expressive of 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 also be in scale with the buildings and complementary of the topography. The goal of perpetuating and reinforcing the unique character of the native landscape can be facilitated

by the selection of plant material which originally grew in the area. Both upland and lowland sites are included in the Schroeder Road Design District, and species for planting should reflect this. A recommended list of appropriate species for both types includes:

<u>UPLAND</u>	<u>LOWLAND</u> (e.g., the Greenway)
<u>Trees</u>	<u>Trees</u>
Quercus alba (White Oak)	Guercus bicolor (Swamp White Oak)
Quercus macrocarpa (Bur Oak)	Fraximus pennsylvanica (Green Ash)
Quercus rubra (Red Oak)	Crataegus mollis (Downy Hawthorn)
Tilia americana (Basswood)	Crataegu crus-galli (Cockspur Hawthorn)
Prunus serotina (Black Cherry)	Carpinus caroliniana (Musclewood)
Acer rubrum (Red Maple)	Carpinus caroliniana (Musclewood)
	Celtis occidentalis (Hackberry)
	Malus ioensis (Prairie Crab)
	Virburnum Trilobum Compacta (American Highbush Cranberry)
<u>Shrubs</u>	<u>Shrubs</u>
Cornus racemosa (Gray Dogwood)	Cornus racemosa (Gray Dogwood)
Corylus americana (Filbert)	Cornus sericea (Redosier Dogwood)
Rosa Spp. (Wild Rose)	Sambucus canadensis (Elderberry)
<u>Evergreens</u>	<u>Evergreens</u>
Juniperus virginiana (Red Cedar)	Thuja occidentalis (White Cedar or Arborvitae)
Juniperus horizontalis (Creeping Juniper)	

- c. Building Relationships. In the siting of structures on public and private land in the district the following requirements shall be met and where applicable guidelines conformed to:
 - i. Requirements. The structures shall be related to the site in an effort to enhance or maintain current contours. At the same time as relating to the site the new development shall take into consideration activities on adjacent properties with relation to: location of windows, so as to provide privacy when that is desired; height of structure when possible; and scale, so that any development is consistent with the low profile nature of the community.
 - ii. Guidelines. In the development of the site the existing vegetation should be maintained. Also it is important that an attempt be made to insure that areas which are highly visible to living units and Schroeder Road be landscaped complementary to the building forms. The relationship of any buildings to the public right-of-way should be completed in a manner that presents an attractive, properly

located structure. The setbacks of the buildings should be irregular so as to give a variety in the line of sight as well as take advantage of views and topography.

2. Lighting.
 - a. Building Facades. Architectural lighting should be free from glare and of type to complement the existing development in the district.
 - b. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property and its residents while not reflecting direct rays of light into adjacent property.
 - c. Off-Street Parking Area. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Section 10.08 of the Madison General Ordinances.
 - d. The choice of equipment, design, quantity and placement of all on-site lighting units shall relate to the foregoing lighting purposes and shall be evaluated by the Urban Design Commission in the review of the improvement plans and comments from City departments and divisions on the improvement plans.
3. Utility Service. It shall be a goal of this plan to eliminate overhead wiring within the district. To this end, property owners within Urban Design District No. 2 working with Madison Gas and Electric Company, Wisconsin Telephone Company, and Cable Television licensee shall in all new developments and major additions make provision for underground service. Whenever possible, this will be accomplished during development and construction. When it is not possible, certification to the fact that provisions have been made for undergrounding of service signed by representatives of each company shall appear on plans submitted to the Urban Development Commission for review.
4. Signs. Because of the relationship between the residential and commercial activities of this area, it is necessary that the location and treatment of signs be appropriate to both activities. In this sense the Urban Design Commission shall evaluate proposed signs based on the following guidelines and requirements:
 - a. Guidelines.
 - i. Signs should identify the activity without imposing upon the view of residents, businesses, or activities of the district.
 - ii. Signs should be appropriate to the type of activity and clientele at which its message is aimed.
 - iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
 - iv. Signs should avoid covering or impinging upon landscape features or significant structures.
 - b. Requirements.
 - i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings.
 - ii. Signs shall be located and designed only to inform the intended clientele.

- iii. Signs shall be used only as identification of the establishment and shall have no more than a total of eight (8) symbols and/or words.
 - iv. No portion of an illuminated sign shall have a luminance greater than two hundred (200) foot lamberts for any portion of the sign within a circle two (2) feet in diameter. No sign or part of any sign shall change its level of illumination more than once every one (1) hour.
 - v. Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour.
 - vi. A minimum setback of five (5) feet is required of all detached signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area and fifteen (15) feet in height. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area or twenty (20) feet in height. No detached sign shall exceed seventy-five (75) square feet in net area and twenty-five (25) feet in height. Based upon the following criteria the Urban Design Commission may specifically approve a larger sign or reduce the setbacks above:
 - A. An exception from the size and setback limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
 - B. An exception from the size and setback limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
 - vii. No detached sign shall occupy the space between two (2) feet and ten (10) feet above grade within fifteen (15) feet of the public right-of-way except for its support, which shall not exceed a total cross-section area of one (1) square foot.
 - viii. The net area of an attached sign of any occupancy on any facade shall not exceed forty (40) square feet.
 - ix. All signs and their words shall be mounted parallel to the building surface to which they are attached. No sign or words shall project more than eighteen (18) inches from the surface to which they are attached. Attached signs shall not be mounted on roofs and shall not project above roofs.
5. Screening. The Urban Design Commission in its review of plans for the district will concern itself with the height at time of planting, the spacing, height at maturity, and ability of proposed plant to screen throughout the year. Plans for all screening on private property within the area, when done in conjunction with major additions or new structures, will require Commission approval.

a. Requirements.

- i. The amount of parking and service area to be provided in conjunction with any use shall conform to the requirements set forth in Chapter 28 (Zoning Code) of the Madison General Ordinances.
- ii. Parking and service areas shall be screened from Schroeder Road and abutting properties. If the screening is to be accomplished by using plant material it shall be planted at a minimum height of thirty (30) inches and grow 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.
- iii. Parking areas shall be illuminated using attractive standards and fixtures which are to be reviewed by the Urban Design Commission.
- iv. Screening of Rubbish and Trash Storage. Such area shall be screened to block the view of such rubbish and trash containers from any point outside the property on which said storage area is located.

b. Guidelines.

- i. Acceptable screening may consist of any of the following or combination thereof:
 - Principal or accessory buildings;
 - Earth berms;
 - Masonry walls approved by the Urban Design Commission;
 - Decorative fences approved by the Urban Design Commission;
 - Hedges;
 - Trees.
- ii. The use of low profile standards is recommended for parking and service areas.

6. Building Design. Because of the nature of the area concerned, it is necessary that buildings not alter the predominantly low profile height of the district. In view of the residential scale of this area, the following guidelines and requirements shall be adhered to and will be used by the Urban Design Commission in reviewing projects in the district:

a. Requirements.

- i. Exterior treatment of all buildings shall use natural colors and/or materials.
- ii. Mechanical elements shall be screened from the view of adjacent properties.

b. Guidelines.

- i. Buildings should not impinge on the natural views of others where possible, and should not vary but one (1) story from the height of adjacent roofs.

- ii. Structures should be designed to be compatible with structures that are adjacent to them.
- iii. Large buildings should have varied horizontal and vertical planes and should integrate landscaping to break up long lines.
- iv. All building elevations shall be of equal importance. Design of the roof will be considered.

(10) Urban Design District No. 3.

- (a) Statement of Purpose. Urban Design District No. 3 is hereby established to make Tokay Boulevard/Odana Road and adjacent properties, an attractive visual experience, and to establish requirements and guidelines which assure that future development will complement the existing development in the district, will preserve and enhance the property values in the district, and will not cause a substantial depreciation in the property values in the district. Design requirements and guidelines are therefore hereby established to assist property owners in the City of Madison in improving and developing all properties within this district. A map of the District is available from the Department of Planning and Community and Economic Development.
- (b) Design Review Required. All development in the district (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior surfaces, screening done in conjunction with new buildings or structures or additions to existing buildings or structures, and cutting or removal of trees greater than 2 inches in diameter, and permits for new signs) shall require approval of the Urban Design Commission or the Secretary if authorized under Sec. 33.24(4)(g) and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and State laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the district. However, if this ordinance conflicts with other City regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern.
- (c) Basis for Design Review. In reviewing plans for development in the district, the Urban Design Commission shall consider those of the following guidelines and requirements as may be appropriate. The overall design of each development shall be of high quality.
 - 1. Site Planning.
 - a. Grading. The grading of public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:
 - i. Requirements. Grading shall insure positive drainage consistent with established runoff patterns in the district. All grading shall allow for the installation and maintenance of appropriate landscape materials.
 - ii. Guidelines. 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 ones. Earth mounds should be used to reinforce the proposed landscape treatment.

- b. Landscaping. The landscaping of public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:
 - i. Requirements. 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.
 - ii. Guidelines. 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. Indigenous species will be favored. Landscaping 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 of plant material which originally grew in the area. Both upland and lowland sites are included in the district, and species for planting should reflect this. A recommended list of appropriate species for both types includes:

<u>UPLAND</u>	<u>LOWLAND</u>
<u>Trees</u>	<u>Trees</u>
Quercus alba (White Oak)	Quercus bicolor (Swamp White)
Quercus macrocarpa (Bur Oak)	Fraxinus pennsylvanica (Green Ash)
Quercus rubra (Red Oak)	Crataegus mollis (Downy Hawthorn)
Tilia americana (Basswood)	Crataegus crus-galli (Cockspur Hawthorn)
Prunus serotina (Black Cherry)	Carpinus caroliniana (Musclewood)
Acer rubrum (Red Maple)	Celtis occidentalis (Hackberry)
	Malus ioensis (Prairie Crab)
	Virburnum Trilobum Compacta (American Highbush Cranberry)
<u>Shrubs</u>	<u>Shrubs</u>
Cornus racemosa (Gray Dogwood)	Cornus racemosa (Gray Dogwood)
Corylus americana (Filbert)	Cornus sericea (Redosier Dogwood)
Rosa Spp. (Wild Rose)	Sambucus canadensis (Elderberry)
<u>Evergreens</u>	<u>Evergreens</u>
Juniperus virginiana (Red Cedar)	Thuja occidentalis (White Cedar or Arborvitae)
Juniperus horizontalis (Creeping Juniper)	

- c. Building Relationships. The siting of structures on public and private land in the district shall meet the following requirements conform as much as possible to the following guidelines:
 - i. Requirements. The structures shall be related to the site to enhance or maintain current contours. New development shall consider activities on adjacent properties with relation to: access from abutting streets, parking areas, service areas, building setbacks, height of structures, and color and materials of adjacent or nearby buildings.
 - ii. Guidelines. In the development of the site, the quality existing vegetation should be maintained. Areas which are highly visible should be landscaped in a manner complementary to the building forms. Buildings should be sited to avoid having living units with direct views of parking areas. The relationship of any buildings to the public right-of-way should be completed in a manner that presents an attractive, properly located structure.
2. Lighting. Exterior lighting in the district shall meet the following requirements and conform as much as possible with the following guidelines:
 - a. Requirements. The functions of exterior lighting on private property shall be:
 - i. To illuminate building facades, especially those bearing business identification signs.
 - ii. To illuminate pedestrian walls and spaces.
 - iii. To illuminate parking and service areas.The choice of equipment, design, quantity, and placement of on-site lighting shall relate to those functions. Lighting shall be adequate, but not excessive. The height and number of lighting standards shall be appropriate to the building and its function and to the neighborhood.
 - b. Guidelines.
 - i. Building Facades. Architectural lighting should be free from glare and complement the existing development in the district.
 - ii. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property.
 - iii. Off-Street Parking Area. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Section 10.08 of the Madison General Ordinances.
 - iv. Design. Lighting standards and fixtures should be of attractive design.
3. Utility Service. It shall be a goal of this plan to eliminate overhead wiring within the district. To this end, property owners within the district working with Madison Gas and Electric Company, Wisconsin Telephone Company, and cable television licensee shall in all new developments and major additions make provision for underground service. Whenever possible, this will be accomplished during development and construction.

When it is not possible, certification to the fact that provisions have been made for undergrounding of service signed by representatives of each company shall appear on plans submitted to the Urban Design Commission for review.

4. Signs. Because of the relationship between the University of Wisconsin Research Park and commercial activities of this area, it is necessary that the location and treatment of signs be appropriate to both activities. Signs in the district shall meet the following requirements and conform as much as possible to the following guidelines:

a. Requirements.

- i. Signs (including, but not limited to, awnings or canopies with signs), if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings.
- ii. Signs shall be located and designed only to inform the intended clientele.
- iii. Signs shall be used only as identification of the establishment and shall have no more than a total of eight (8) symbols and/or words.
- iv. No portion of an illuminated sign shall have a luminance greater than two hundred (200) foot lamberts for any portion of the sign within a circle two (2) feet in diameter. No sign or part of any sign shall change its level of illumination more than once every one (1) hour.
- v. Electronic changeable copy signs, if permitted in the District, shall comply with Sec. 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour.
- vi. A minimum setback of five (5) feet from the public right-of-way is required of all detached signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area.
- vii. The height of a ground or wall sign shall not exceed ten (10) feet unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:
 - A. An exception from the height limitations is necessary for the sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
 - B. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
- viii. The net area of a ground or wall sign shall not exceed forty (40) square feet unless a larger sign is specifically

approved by the Urban Design Commission based upon the following criteria:

- A. An exception from the size limitation is necessary for the sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
 - B. An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
- ix. All signs and their words shall be mounted parallel to the building surface to which they are attached. No sign or words shall project more than eighteen (18) inches from the surface to which they are attached. Attached signs shall not be mounted on roofs and shall not project above roofs.
- b. Guidelines.
- i. Signs should identify the activity without imposing upon the view of businesses or activities of the district.
 - ii. A sign should be appropriate to the type of activity and clientele at which its message is aimed.
 - iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
 - iv. Signs should avoid covering or impinging upon landscape features or significant structures.
 - v. Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the sign.
 - vi. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

5. Parking and Service Areas; Screening. The Urban Design Commission in its review of plans for the district will concern itself with the height at time of planting, the spacing, height at maturity, and ability of proposed plants to screen throughout the year. Screening shall meet the following requirements and conform as much as possible with the following guidelines:

- a. Requirements.
- i. The amount of parking and service area to be provided in conjunction with any use shall conform to the requirements set forth in Chapter 28 (Zoning Code) of the Madison General Ordinances.
 - ii. 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 any residential properties 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 grow 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.

- iii. Screening of Rubbish and Trash Storage. Such areas shall be screened to block the view of rubbish and trash containers from any point outside the property on which the storage area is located.
 - b. Guidelines. Acceptable screening may consist of any of the following or combination thereof:
 - Principal or accessory buildings;
 - Earth berms;
 - Masonry walls;
 - Hedges;
 - Trees;
 - Decorative fences. (Diamond mesh or other metallic fences are not acceptable.)
6. Building Design. Buildings shall meet the following requirements and conform as much as possible to the following guidelines:
- a. Requirements.
 - i. Contemporary architecture shall be the goal of the district. Buildings shall be designed to complement and enrich this character. Building component massing, materials, textures and colors shall be consistent with this character.
 - ii. Materials and colors shall be durable, low maintenance, and harmonious with each other and with other buildings in the neighborhood.
 - iii. Metal shall not be used as an exterior material for buildings, except as an integral part of a design of exceptional merit.
 - iv. Mechanical elements mounted on the roof or ground shall be screened from the view of adjacent properties and roadways.
 - v. An addition shall relate appropriately to the existing building in terms of scale, materials and color.
 - b. Guidelines.
 - i. Buildings should not impinge on the natural views of others, where possible.
 - ii. Structures should be designed to be compatible with adjacent structures.
 - iii. Large unbroken exterior facades should be avoided.
 - iv. All building elevations are of importance and should be carefully designed. Buildings should avoid blank facades. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.

- v. Any building of exceptional height or prominence shall be integrated with the surrounding development and topography.

(11) Urban Design District No. 4.

- (a) Statement of Purpose. Urban Design District No. 4 is hereby established to improve the appearance of those major transportation corridors east of the Capitol Square which constitute a major entrance to the City of Madison, to preserve and enhance the property values in the district, and to avoid a substantial depreciation of the property values in the district. Design requirements and guidelines are herein established for those public and private improvements to be undertaken in these corridors that are visible from the roadways.
- (b) Property Included in the District. The District shall include property having any frontage on East Washington Avenue between Pinckney Street and Blair Street; the south side of East Washington Avenue from North First Street to the western boundary of Urban Design District No. 8; North First Street between East Washington Avenue and East Johnson Street except those properties located in Urban Design District No. 8; East Johnson Street between North First and North Second streets; Pennsylvania Avenue between North Second Street and Packers Avenue; Packers Avenue between Pennsylvania Avenue and International Lane. If any portion of a zoning lot is in the district, the entire lot is within the district. A map of the District is available from the Department of Planning and Community and Economic Development.
- (c) Design Review Required. All development in the district (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior surfaces, and screening done in conjunction with new buildings or structures or additions to existing buildings or structures, and permits for new signs), except residential buildings containing eight (8) or fewer dwelling units, shall require approval of the Urban Design Commission or the Secretary if authorized under 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and other state laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. Approval of the Urban Design Commission under this subsection shall not be required for an awning unless it is part of other development requiring approval under this subsection. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the district. However, if this ordinance conflicts with other City regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern.
- (d) Basis for Design Review. In reviewing plans for development in the district, the Urban Design Commission shall consider the following requirements and guidelines as may be appropriate. The development shall meet the requirements and conform as much as possible to the guidelines. The overall design of each development shall be of high quality.
 - 1. Public Rights-of-Way.
 - a. Requirement. Public rights-of-way shall be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the city Forester, after consultation with the Urban Design Commission.
 - b. Guidelines.

- i. The appearance of the public rights-of-way is of importance in view of the mixed land use patterns which characterize the designated transportation corridors. The treatment of these rights-of-way should achieve a degree of visual continuity.
 - ii. When appropriate and where the right-of-way width is sufficient, the use of earth berms should be considered to reduce traffic noise in residential areas.
2. Off-Street Parking and Loading Areas.
 - a. Requirements.
 - i. Parking lot landscape plans shall be developed in accordance with the revised New Approach to Parking Lot Landscaping adopted by the Common Council by Substitute Resolution No. 37,196, copies of which are on file with the City Clerk and are available in the Department of Planning and Community and Economic Development.
 - ii. The quantity of parking and service areas as well as the tree islands on the interior of new parking areas shall conform to the provisions of Chapter 28 of the Madison General Ordinances. No new parking space shall be more than fifty (50) feet from a canopy tree of at least 3-inch caliper.
 - b. Guidelines.
 - i. Whenever possible, parking areas shall be located to the side or to the rear of buildings rather than in the front.
 - ii. Whenever possible, landscaped earth berms should be used to screen the view of parking areas.
 - iii. The use of chain link or other metallic fences should be avoided where visible from roadways identified in Section 33.02(10)(b).
 - iv. Off-street parking and loading areas should be integrated into the overall site development. Their relationship to the building they serve and to the street should receive careful attention in preparing the site plan for the property.
3. Signs. The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs which detract from the appearance of these areas.
 - a. Requirements.
 - i. Signs in the district shall conform to all provisions of Chapter 31 of the Madison General Ordinances.
 - ii. Signs shall be integrated with the architecture of the building.
 - iii. Electronic changeable copy signs, if permitted in the District, shall comply with Sec. 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1)

hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour.

- iv. Signs along East Washington Avenue west of First Street shall not be so high or so large that they detract from the view of the State Capitol.

b. Guidelines.

- i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the district.
- ii. A sign should be appropriate to the type of activity and clientele at which its message is directed.
- iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- v. Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the signs.
- vi. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

4. Building Design.

a. Requirements.

- i. Exterior building materials shall be low maintenance and harmonious with those used on other buildings in the area.
- ii. Mechanical elements mounted on the roof or on ground pads shall be screened from views from adjacent properties and roadways in a manner consistent with requirements of public utilities.
- iii. Along East Washington Avenue west of First Street, metal shall be used as an exterior building material only as an integral part of a design of exceptional merit.

b. Guidelines.

- i. Structures should be designed to be compatible with the structures that are adjacent to them.
- ii. Large unbroken exterior facades should be avoided.
- iii. All building elevations are of importance and should be carefully designed. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.
- iv. The architecture of new in-fill buildings, additions to existing buildings and major exterior remodelings should be compatible with that of existing adjacent buildings.

5. Lighting.

a. Requirements.

- i. The functions of exterior lighting on private property shall be to illuminate building facades, especially those bearing

business identification signs; to illuminate pedestrian walks and spaces; and to illuminate parking and service areas.

- ii. The choice of equipment, design, quantity, and placement of on-site lighting shall relate to these functions.
- iii. Lighting shall be adequate, but not excessive.
- iv. The height and number of lighting standards shall be appropriate to the building and its function and to the neighborhood.
- v. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Sections 10.08 and 10.085 of the Madison General Ordinances.

b. Guidelines.

- i. Building Facades. Architectural lighting should be free from glare and of a type to complement the existing development in the district.
- ii. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property and its residents, while not reflecting direct rays of light into adjacent property.

6. Landscaping.

a. Requirements.

- i. Landscaping shall be used for functional as well as decorative purposes, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architecture of the building.
- ii. In new developments the quality of existing vegetation shall be assessed and integrated into the site planning and landscape design when appropriate.

b. Guidelines.

- i. Landscape plans should include a selection of plants which will provide interest and color during the entire year.
- ii. Plant materials should be hardy to this region and should be of sufficient size to have immediate visual impact. Canopy trees should be at least 3-inch caliper when planted.
- iii. Plant materials should be well-maintained, especially during the year following their installation. Any dead plant should be replaced during the next planting season.
- iv. All planting beds should be edged and properly mulched.

- (e) Utility Service. It shall be a goal of this district to eliminate overhead wiring within the district. The undergrounding of utility wires should be considered in all street improvement projects undertaken within the district. To this end, the City of Madison and owners of property within the district, working with the Madison Gas and Electric Company, Wisconsin Bell, and cable television licensees, shall, in all major new developments and major additions, including street lighting and traffic signals, make provision for underground service. Whenever possible, this shall be accomplished during building development and construction. When it is not

possible, certification to the fact that provisions have been made for the future placement of service underground, signed by representatives of each utility company, licensee or service provider, shall appear on plans submitted to the Urban Design Commission for review.

(12) Urban Design District No. 5.

- (a) Statement of Purpose. Urban Design District No. 5 is hereby established to improve the appearance of a major transportation corridor east of the Capital Square which constitutes a major entrance to the City of Madison, to preserve and enhance the property values in the District, and to avoid a substantial depreciation of the property values in the District. Design requirements and guidelines are herein established for those public and private improvements to be undertaken in these corridors that are visible from the roadways.
- (b) Property Included in the District. The District shall include property having any frontage on East Washington Avenue or parallel frontage roads between Sixth Street and Interstate 90-94, except for those properties which have design standards and review procedures approved by the Urban Design Commission. If any portion of a zoning lot is in the District, the entire lot is within the District. A map of the District is available from the Department of Planning and Community and Economic Development.
- (c) Design Review Required. All development in the District (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior surfaces, and screening done in conjunction with new buildings or structures or additions to existing buildings or structures, and permits for new signs), except residential buildings containing eight (8) or fewer dwelling units, shall require approval of the Urban Design Commission or the Secretary if authorized under Sec. 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and other state laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. Approval of the Urban Design Commission under this subsection shall not be required for an awning unless it is part of other development requiring approval under this subsection. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the District. However, if this ordinance conflicts with other City regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern.
- (d) Basis for Design Review. In reviewing plans for development in the district, the Urban Design Commission shall consider the following requirements and guidelines as may be appropriate. The development shall meet the requirements and conform as much as possible to the guidelines. The overall design of each development shall be of high quality.
 1. Public Rights-of-Way.
 - a. Requirement. Public rights-of-way shall be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the City Forester, after consultation with the Urban Design Commission.
 - b. Guidelines.
 - i. The appearance of the public rights-of-way is of importance in view of the mixed land use patterns which characterize the

designated transportation corridors. The treatment of these rights-of-way should achieve a degree of visual continuity.

- ii. When appropriate and where the right-of-way width is sufficient, the use of earth berms should be considered to reduce traffic noise in residential areas.

2. Off-Street Parking and Loading Areas.

a. Requirements.

- i. Parking lot landscape plans shall be developed in accordance with the revised New Approach to Parking Lot Landscaping adopted by the Common Council by Substitute Resolution No. 37,196, copies of which are on file with the City Clerk and are available in the Department of Planning and Community and Economic Development.
- ii. The quantity of parking and service areas as well as the tree islands on the interior of new parking areas shall conform to the provisions of Chapter 28 of the Madison General Ordinances. No new parking space shall be more than seventy (70) feet from a canopy tree of at least 2½ - 3-inch caliper.

b. Guidelines.

- i. Whenever possible, parking areas shall be located to the side or to the rear of buildings rather than in the front.
- ii. Whenever possible, landscaped earth berms should be used to screen the view of parking areas.
- iii. The use of chain link or other metallic fences is discouraged where visible from roadways. When used, chain link fencing should be vinyl-coated in a color harmonious with the building exterior.
- iv. Off-street parking and loading areas should be integrated into the overall site development. Their relationship to the building they serve and to the street should receive careful attention in preparing the site plan for the property.

3. Signs. The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs.

a. Requirements.

- i. Signs in the District shall conform to all provisions of Chapter 31 of the Madison General Ordinances.
- ii. Signs shall be integrated with the architecture of the building.
- iii. Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour.

b. Guidelines.

- i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the District.
- ii. A sign should be appropriate to the type of activity and clientele at which its message is directed.
- iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- v. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

4. Building Design.

a. Requirements.

- i. Exterior building materials shall be low maintenance and harmonious with those used on other buildings in the area.
- ii. Mechanical elements mounted on the roof or on ground pads shall be screened from views from adjacent properties and roadways in a manner consistent with requirements of public utilities.

b. Guidelines.

- i. Structures should be designed to be compatible with the structures that are adjacent to them.
- ii. Large, unbroken exterior facades should be avoided.
- iii. All building elevations are of importance and should be carefully designed. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.
- iv. The architecture of new infill buildings, additions to existing buildings and major exterior remodelings should be compatible with that of existing adjacent buildings.

5. Lighting.

a. Requirements.

- i. The functions of exterior lighting on private property shall be to illuminate building facades, especially those bearing business identification signs; to illuminate pedestrian walks and spaces; and to illuminate parking and service areas.
- ii. The choice of equipment, design, quantity, and placement of on-site lighting shall relate to these functions.
- iii. Lighting shall be adequate, but not excessive.
- iv. The height and number of lighting standards shall be appropriate to the building and its function and to the neighborhood.

- v. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Sections 10.08 and 10.085 of the Madison General Ordinances.

b. Guidelines.

- i. Building Facades. Architectural lighting should be free from glare and of a type to complement the existing development in the district.
- ii. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property and its residents, while not reflecting direct rays of light into adjacent property.

6. Landscaping.

a. Requirements.

- i. Landscaping shall be used for functional as well as decorative purposes, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architecture of the building.
- ii. In new developments, the quality of existing vegetation shall be assessed and integrated into the site planning and landscape design, when appropriate.

b. Guidelines.

- i. Landscape plans should include a selection of plants which will provide interest and color during the entire year.
- ii. Plant materials should be hardy to this region and should be of sufficient size to have immediate visual impact. Canopy trees should be at least 2½ - 3-inch caliper when planted.
- iii. Plant materials should be well-maintained, especially during the year following their installation when any dead plant should be replaced during the next planting season.
- iv. All planting beds should be edged and properly mulched.

(e) Utility Service. It shall be a goal of this District to eliminate overhead wiring within the District. The undergrounding of utility wires should be considered in all street improvement projects undertaken within the district. To this end, the City of Madison and owners of property within the District, working with the Madison Gas & Electric Company, Wisconsin Bell, and cable television licensees, shall, in all major new developments and major additions, including street lighting and traffic signals, make provision for underground service. Whenever possible, this shall be accomplished during building development and construction. When it is not possible, certification to the fact that provisions have been made for the future placement of service underground, signed by representatives of each utility company, licensee or service provider, shall appear on plans submitted to the Urban Design Commission for review.

(13) Urban Design District No. 6.

(a) Statement of Purpose. Urban Design District No. 6 is hereby established to improve the appearance of a major transportation corridor west of the Capital Square which constitutes a major entrance to the City of Madison, to preserve

and enhance the property values in the District, and to avoid a substantial depreciation of the property values in the District. Design requirements and guidelines are herein established for those public and private improvements to be undertaken in these corridors that are visible from the roadways.

- (b) Property Included in the District. The District shall include property having any frontage on University Avenue between Farley Avenue and Allen Boulevard, except for those properties which are located in the Village of Shorewood Hills, the City of Middleton, or have design standards and review procedures approved by the Urban Design Commission. If any portion of a zoning lot is in the District, the entire lot is within the District. A map of the District is available from the Department of Planning and Community and Economic Development.
- (c) Design Review Required. All development in the District (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior surfaces, and screening done in conjunction with new buildings or structures or additions to existing buildings or structures, and permits for new signs), except residential buildings containing eight (8) or fewer dwelling units, shall require approval of the Urban Design Commission or the Secretary if authorized under Sec. 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and other state laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. Approval of the Urban Design Commission under this subsection shall not be required for an awning unless it is part of other development requiring approval under this subsection. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the District. However, if this ordinance conflicts with other City regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern.
- (d) Basis for Design Review. In reviewing plans for development in the district, the Urban Design Commission shall consider the following requirements and guidelines as may be appropriate. The development shall meet the requirements and conform as much as possible to the guidelines. The overall design of each development shall be of high quality.
 - 1. Public Rights-of-Way.
 - a. Requirements. Public rights-of-way shall be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the City Forester, after consultation with the Urban Design Commission.
 - b. Guidelines.
 - i. The appearance of the public rights-of-way is of importance in view of the mixed land use patterns which characterize the designated transportation corridors. The treatment of these rights-of-way should achieve a degree of visual continuity.
 - ii. When appropriate and where the right-of-way width is sufficient, the use of earth berms should be considered to reduce traffic noise in residential areas.
 - 2. Off-Street Parking and Loading Areas.
 - a. Requirements.

- i. Parking lot landscape plans shall be developed in accordance with the revised New Approach to Parking Lot Landscaping adopted by the Common Council by Substitute Resolution No. 37,196, copies of which are on file with the City Clerk and are available in the Department of Planning and Community and Economic Development.
 - ii. The quantity of parking and service areas as well as the tree islands on the interior of new parking areas shall conform to the provisions of Chapter 28 of the Madison General Ordinances. No new parking space shall be more than seventy (70) feet from a canopy tree of at least 2-1/2 - 3-inch caliper.
 - b. Guidelines.
 - i. Whenever possible, parking areas shall be located to the side or to the rear of buildings rather than in the front.
 - ii. Whenever possible, landscaped earth berms should be used to screen the view of parking areas.
 - iii. The use of chain link or other metallic fences is discouraged where visible from roadways. When used, chain link fencing should be vinyl-coated in a color harmonious with the building exterior.
 - iv. Off-street parking and loading areas should be integrated into the overall site development. Their relationship to the building they serve and to the street should receive careful attention in preparing the site plan for the property.
3. Signs. The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs.
 - a. Requirements.
 - i. Signs in the District shall conform to all provisions of Chapter 31 of the Madison General Ordinances.
 - ii. Signs shall be integrated with the architecture of the building.
 - iii. Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour.
 - b. Guidelines.
 - i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the District.
 - ii. A sign should be appropriate to the type of activity and clientele at which its message is directed.

- iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- v. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

4. Building Design.

a. Requirements.

- i. Exterior building materials shall be low maintenance and harmonious with those used on other buildings in the area.
- ii. Mechanical elements mounted on the roof or on ground pads shall be screened from views from adjacent properties and roadways in a manner consistent with requirements of public utilities.

b. Guidelines. These guidelines are intended to be general in nature and by no means limit designs of exceptional merit.

- i. The architecture of new infill buildings, additions to existing buildings and major exterior remodelings should be compatible with but not necessarily similar to that of existing adjacent buildings.
- ii. Large, unbroken exterior facades should be avoided.
- iii. All building elevations are of importance and should be carefully designed. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.

5. Lighting.

a. Requirements.

- i. The functions of exterior lighting on private property shall be to illuminate building facades, especially those bearing business identification signs; to illuminate pedestrian walks and spaces; and to illuminate parking and service areas.
- ii. The choice of equipment, design, quantity, and placement of on-site lighting shall relate to these functions.
- iii. Lighting shall be adequate, but not excessive.
- iv. The height and number of lighting standards shall be appropriate to the building and its function and to the neighborhood.
- v. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Sections 10.08 and 10.085 of the Madison General Ordinances.

b. Guidelines.

- i. Building Facades. Architectural lighting should be free from glare and of a type to complement the existing development in the district.

- ii. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property and its residents, while not reflecting direct rays of light into adjacent property.

6. Landscaping.

a. Requirements.

- i. Landscaping shall be used for functional as well as decorative purposes, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architecture of the building.
- ii. In new developments, the quality of existing vegetation shall be assessed and integrated into the site planning and landscape design, when appropriate.

b. Guidelines.

- i. Landscape plans should include a selection of plants which will provide interest and color during the entire year.
- ii. Plant material should be hardy to this region and should be of sufficient size to have immediate visual impact. Canopy trees should be at least 2½ - 3-inch caliper when planted.
- iii. Plant material should be well-maintained, especially during the year following their installation when any dead plant should be replaced during the next planting season.
- iv. All planting beds should be edged and properly mulched.

- (e) Utility Service. It shall be a goal of this District to eliminate overhead wiring within the District. The undergrounding of utility wires should be considered in all street improvement projects undertaken within the district. To this end, the City of Madison and owners of property within the District, working with the gas and electric company, the telephone company, and cable television licensees, shall, in all major new developments and major additions, including street lighting and traffic signals, make provisions for underground service. Whenever possible, this shall be accomplished during building development and construction. When it is not possible, certification to the fact that provisions have been made for the future placement of service underground, signed by representatives of each utility company, licensee or service provider, shall appear on plans submitted to the Urban Design Commission for review.

(14) Urban Design District No. 7.

- (a) Statement of Purpose. Urban Design District No. 7 is hereby established to improve the appearance and function of Park Street. Park Street is a major gateway corridor to Madison's Downtown and the University of Wisconsin-Madison, and is a critical street for the vitality of adjoining neighborhoods. The purpose of these design requirements and guidelines is to provide clear direction for how property owners can make improvements to their properties to collectively improve the visual character and safety of Park Street. When applied, they will ensure against fragmented or incompatible development and will help prevent the negative visual and functional impacts of uncoordinated design decisions. These requirements and guidelines are intended to preserve and enhance the property values in the District, and avoid substantial depreciation of the property values and help to ensure long-term economic vitality. The goal is

not to create a uniform "style" or character for the street, but rather to allow Park Street to evolve as a distinctive place that builds on the strengths of its culturally diverse businesses and neighborhoods.

- (b) Property Included in the District. The District shall include all properties having any frontage on South Park Street between the West Beltline Highway on the south and Regent Street on the north. The District shall also include properties which, due to their size and/or location, are likely to have a significant visual impact on the Park Street Corridor should they be redeveloped. Any properties within the boundaries of the District which are not currently within the corporate limits of the City of Madison shall be automatically included in the District upon annexation to the City. If any portion of a zoning lot is in the District, the entire lot is within the District. A map of the District is available from the Department of Planning and Community and Economic Development.
- (c) Design Review Required. All development in the District (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior surfaces, signs, and new parking facilities or alterations to existing parking facilities), except residential buildings containing two (2) or fewer dwelling units and development/redevelopment on properties within the Meriter and St. Mary's Hospital campuses that are part of adopted master plans for the campuses shall require approval of the Urban Design Commission or the Secretary if authorized under Sec. 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and other state laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. The Planning Division Director, or his/her designee, may approve minor alterations to existing and/or approved buildings or structures and site. The Planning Division Director, or his/her designee, may also approve the design of signs that are permissible under the Sign Control Ordinance. Approval of the Urban Design Commission under this subsection shall not be required for an awning unless it is part of other development requiring approval under this subsection. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the District. However, if this ordinance conflicts with other City regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern.
- (d) Basis for Design Review. In reviewing plans for development in the District, the Urban Design Commission shall consider the following requirements and guidelines as may be appropriate. The development shall meet the requirements and conform as much as possible to the guidelines. Both the requirements and guidelines apply to new construction, renovations, additions, and exterior alterations unless stated otherwise for a specific item. The overall design of each development shall be of high quality. Further explanation of the concepts and rationale conveyed through these guidelines is provided in *Design Guidelines for Private Property Improvements and Public Streetscape Design for the Park Street Corridor* (adopted by Res. 61397, 3-30-04).
 - 1. Building Setbacks and Orientation.
 - a. Requirements.
 - i. New buildings shall have a setback between one (1) to ten (10) feet from the front property line. Where new buildings are designed for existing blockfaces, the building setback shall be consistent with adjoining buildings but shall not exceed ten

(10) feet. However, the Urban Design Commission may allow buildings to be set back greater than ten (10) feet to allow for the development of usable public open spaces, such as pedestrian plazas.

- ii. In special cases, such as gas stations, setbacks can exceed ten (10) feet with provisions for walkways and landscaping that make these uses more attractive and inviting.

b. Guidelines.

- i. The front yard setback should be designed to provide for amenities that will enhance the visual and pedestrian character of the street.
- ii. In areas with minimal sidewalk/terrace width (eight feet or less), building setback areas should include additional pavement to expand the sidewalk zone to a width of at least eight (8) feet.
- iii. Walkways should be provided to connect the building entrance to the public sidewalk.
- iv. The front facade of the building and the primary entrance should face the primary street. If the public entrance is allowed on the side of the building, it should be positioned close to the primary street and preferably as a corner feature of the building.
- v. Additions to existing buildings should help bring the building closer to the street and minimize any "gap" in the street wall.

2. Building Massing and Articulation.

a. Requirements.

- i. All visible sides of the building shall be designed with details that complement the front facade. Side facades that are visible from the primary street shall receive complementary design attention.
- ii. Blank building walls with little detail or variety along primary facades shall be avoided. Improvements to these buildings shall include details at the street level to create a more comfortable pedestrian scale and character.
- iii. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Details shall include window and door trim, recessed entries, awnings, and/or other features.
- iv. Mechanical equipment shall be screened from view by using screen designs that are architecturally integrated with the building design.

b. Guidelines.

- i. "Green" building design that promotes energy efficiency is encouraged.
- ii. For large buildings, variation to the building face design should be provided through the use of materials and color, and/or by dividing the building into bays to break up large facades to create pedestrian interest at the street level. This

is particularly important for existing large industrial and commercial buildings on Park Street.

- iii. Building facades should be designed to create a visual distinction between the upper and lower floors of the building.
- iv. Flat roofs are preferred for new mixed-use and commercial buildings.
- v. A positive visual termination at the top of the building should be provided.
- vi. Designs for buildings that adjoin historic buildings should complement the proportion, scale and architectural details of the historic building.
- vii. Buildings should be designed as creations of their own time. Copying historic appearance and details is discouraged.
- viii. Franchise businesses may need to modify corporate design prototypes to fit the Park Street character.
- ix. Where possible, existing one-story buildings should be renovated with extended facades and parapets to increase building height, incorporate elements such as tower features. Such components shall be substantially integrated into the design of the building so they do not read as false facades.
- x. New buildings and additions should complement the character of adjoining buildings in the blockface.
- xi. Creative architectural designs and details are encouraged so long as designs do not conflict or draw attention away from other buildings in the block.
- xii. New corner buildings should be located near the sidewalk edge and should define the street intersection with distinctive architectural features such as towers, rounded walls, recessed entries or other design features.

3. Building Height.

a. Requirements.

- i. New buildings shall be at least two (2) stories in height, except as provided in Par. 10, 11, 12 or 13 or in the guidelines below.

b. Guidelines.

- i. New buildings should generally be limited to four (4) stories in height. However, building height bonuses of up to two (2) additional floors may be allowed depending on the quality of the design, the affect of the development on the adjoining neighborhood, and the contribution of the project to: the use mix and activity in the vicinity, and the character of the street. The bonus stories serve as an incentive for creative building design and should not be viewed as the permitted height.
- ii. New buildings in excess of three (3) stories shall incorporate a front façade stepback of at least fifteen (15) feet from the building face at the third floor.
- iii. New infill buildings should not vary by more than one (1) story from the average building height in the block when that block

exhibits a concentration of existing buildings and a well-defined blockface.

- iv. Greater flexibility for building height and stepbacks may be allowed as part of a coordinated redevelopment project approved by the City as described in Par. 10, 11, 12, or 13.
- v. Additions to existing buildings are expected to comply with the applicable height requirements unless the applicant can demonstrate that the siting or layout of the existing building would pose hardships for its functional relationship with the new addition, in which case the Urban Design Commission may waive said requirements.
- vi. In special cases, such as gas stations, the Urban Design Commission may reduce the minimum building height requirement provided the buildings incorporate elements such as extended parapet or tower features to convey the appearance of a taller building. Such elements shall be substantially integrated into the design of the building so they do not read as false facades.

4. Windows and Entrances.

a. Requirements.

- i. The ground floors of commercial retail buildings shall have at least sixty (60) percent of the street wall area devoted to windows to enhance the pedestrian character of the primary street.
- ii. Office buildings and other non-retail buildings should have at least forty (40) percent of the street wall devoted to windows.
- iii. Windows on the ground floor shall be transparent, and not be darkly tinted, colored or have a mirrored finish.

b. Guidelines.

- i. Building entrances should be designed as the focal point of the front facade.
- ii. Entrances to new buildings or additions located close to the sidewalk should include recessed entries to allow for pedestrian movement.

5. Materials and Colors.

a. Requirements.

- i. Exterior materials shall be durable, high-quality materials and appropriate for external use.

b. Guidelines.

- i. Brick, stone and terra cotta are preferred primary materials for new buildings or additions.
- ii. The use of brick tile or other "faux" sidings is discouraged.
- iii. Color choice should complement the style and materials of the building's facade and provide a pleasing relationship with adjoining buildings.
- iv. Painting, covering or removal of natural brick and stone is discouraged, but staining may be acceptable.

6. Signage.

a. Guidelines.

- i. Preferred sign types include building mounted signs, window signs, projecting signs, and awning signs.
- ii. Signs should be simple and easy to read.
- iii. Sign colors should relate to and complement the primary colors of the building facade.
- iv. Sign design and placement should fit the character of the building and to obscure architectural details.
- v. Signage should generally be centered within the prescribed signage area of the building.
- vi. Plastic box signs are highly discouraged.
- vii. Internally illuminated signs displaying illuminated copy should be designed so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.
- viii. Individually mounted backlit letters are an encouraged form of signage.
- ix. The use of small, well-designed building-mounted light fixtures is a preferred method of illuminating signage. No sign or portion of sign shall change its level of illumination more than once every one (1) hour.
- x. Freestanding signs should be attractively designed. Signs should be coordinated with adjoining properties and public street signage to avoid visual clutter.
- xi. Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour.

7. Parking and Service Areas.

a. Requirements.

- i. Off-street parking facilities for new buildings shall be located behind or on the sides of the building and be at least ten (10) feet from the front property line.
- ii. At least one (1) tree island, planted with a tree and sized and landscaped pursuant to the Zoning Ordinance, shall be provided per twelve (12) parking spaces provided. This requirement is in addition to any other landscaping requirements of the Zoning Ordinance.
- iii. All trash areas shall be screened from public view.

b. Guidelines.

- i. For existing properties, where the site area permits, parking in the front should be relocated to the side and/or rear of the building. When this is not possible, walkways, landscaping, architectural features, and lighting should be provided to make these areas more attractive and inviting. Decorative

fences, walls and/or landscaped edges should screen front parking areas from the public sidewalk. Screening should not exceed 3'6" in height.

- ii. All parking areas should be well landscaped and appropriately lighted.
 - iii. All parking areas should include walkways to allow safe pedestrian access to the building entrance.
 - iv. Shared parking areas are encouraged. Whenever possible, adjoining parking lots should be linked to provide internal traffic circulation.
 - v. Driveways along Park Street should be minimized to improve traffic flow and reduce pedestrian conflicts.
- c. Pedestrian areas and customer parking areas should be separated from loading, service, and drive through areas.
- i. If possible, trash areas should be located inside buildings.
 - ii. New parking ramps fronting on Park Street should include ground-floor commercial uses with attractive commercial facade design. The facade design for the upper stories should obscure the parking ramp and present an attractive building face for Park Street. The design of parking ramps should also complement the quality and design of the buildings they serve.

8. Landscaping and Open Space.

a. Requirements.

- i. Screen fences and/or landscaped buffers shall be provided at property edges. Where a commercial property adjoins residential properties, this separation shall be provided pursuant to the Zoning Ordinance.

b. Guidelines.

- i. Property owners are encouraged to provide well-designed landscaped outdoor spaces for the use and enjoyment of employees and customers.
- ii. Landscaping and fencing should be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- iii. The use of attractive landscaping is encouraged to establish continuity between buildings and to define the blockface where there are no buildings
- iv. The use of rain gardens and bio-retention basins to collect runoff and filter pollutants is encouraged, where practical.
- v. Landscape islands, open spaces and porous pavements should be provided, where practical, for additional stormwater infiltration.

9. Site Lighting and Furnishings.

a. Requirements.

- i. Full cut-off light fixtures shall be used to illuminate the site.

b. Guidelines.

- i. Pedestrian use areas should be adequately, but not excessively lit. Low-level building and landscape accent lighting is encouraged, where appropriate.
- ii. Lighting and site furnishings (benches, trash receptacles, bicycle racks, etc.) should be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- iii. Bicycle storage facilities should be located near the building entrance.
- iv. Decorative, colored paving is encouraged for walkways and outdoor use areas.

10. Badger Road Area.

The Badger Road Area has been identified in the *South Madison Neighborhood Plan*, the *Park Street Possibilities to Reality Report*, and the *Design Guidelines for Private Property Improvements and Public Streetscape Design for the Park Street Corridor* as possessing numerous large parcels that represent potential redevelopment opportunities that would improve the use mix, character, density and activity within the District. It continues to be the focus of more detailed and on-going planning efforts that will further articulate important site-specific design considerations for these unique parcels. Design recommendations included in subsequent adopted plans for this area shall take precedence over requirements listed below, which will otherwise apply. In addition, all applicable provisions of Paragraphs 1. - 9. shall apply.

a. Requirements.

- i. Substantial portions of new buildings shall be at least two (2) stories in height. In special cases, such as gas stations, the Urban Design Commission may reduce the minimum building height requirement provided the building incorporate elements such as extended parapet or tower features to convey the appearance of a taller building. Such elements shall be substantially integrated into the design of the building so they do not read as false facades.

b. Guidelines.

- i. The front façade of buildings shall be stepped back at least fifteen (15) feet from the building face at the third floor.
- ii. Redevelopment sites should incorporate high quality architecture and site design.
- iii. Buildings should be positioned to serve as attractive visual termination points for streets leading into the development from Park Street and Badger Road.
- iv. Buildings should be positioned to develop an attractive blockface along Park Street and internal streets. Buildings should be located with minimal setbacks at corners to define intersections.
- v. Streetscaping and traffic calming features should be incorporated to enhance the pedestrian character of the development.

- vi. Shared parking is encouraged with a preference for enclosed parking integrated as part of the mixed-use building design. Surface parking is preferred first behind buildings and then on the side of the building.
- vii. Developments are encouraged to incorporate well-designed open spaces for customer, employee, resident, and community use.
- c. Architectural Review Committee. For parcels included in adopted plans with design recommendations superseding this ordinance, the developer may establish an architectural review committee to review and approve individual projects. The specific design criteria and review procedures adopted by such committee, and the categories of membership of the committee, must be approved by the Plan Commission with the adoption of the plan. If no Architectural Review Committee is created, the Urban Design Commission shall review individual projects pursuant to the adopted plan. This option shall be available for projects reviewed by Urban Design Commission solely because of their location within the District. It shall not be available for projects requiring an Urban Design Commission recommendation to the Plan Commission, such as a Planned Unit Development.

11. Wingra Creek Area.

The Wingra Creek Area has been identified in the *South Madison Neighborhood Plan, the Park Street Possibilities to Reality Report, and the Design Guidelines for Private Property Improvements and Public Streetscape Design for the Park Street Corridor* as possessing numerous large parcels that represent potential redevelopment opportunities that would improve the use mix, character, density, and activity within the District. It continues to be the focus of more detailed and on-going planning efforts that will further articulate important site-specific design considerations for these unique parcels. Design recommendations included in subsequent adopted plans for this area shall take precedence over requirements listed below, which will otherwise apply. In addition, all applicable provisions of Paragraphs 1. - 9. shall apply.

a. Requirements.

- i. Buildings located away from Park Street may be built up to six (6) stories provided their placement is not detrimental to adjoining residential areas and they are consistent with existing zoning.

b. Guidelines.

- i. The front façade of buildings shall be stepped back at least fifteen (15) feet from the building face at the third floor, unless an irregularly shaped parcel makes this requirement unfeasible.
- ii. Redevelopment sites should incorporate high quality architecture and site design.
- iii. Buildings should be positioned to serve as attractive visual termination points for streets leading into the development from Park Street.

- iv. Buildings should be positioned to develop an attractive blockface along Park Street and internal streets. Buildings should be located with minimal setbacks at corners to define intersections.
- v. Where appropriate, internal streets should be included as part of the development plan to improve connections between Park Street and the adjoining neighborhoods.
- vi. Developments should promote narrow, "pedestrian friendly" streets with on-street parking.
- vii. Streetscaping and traffic calming features should be incorporated to enhance the pedestrian character of the development.
- viii. Shared parking is encouraged with a preference for enclosed parking integrated as part of the mixed-use building design. Surface parking is preferred first behind buildings and then on the side of the building.
- ix. Developments are encouraged to incorporate well-designed open spaces for customer, employee, resident, and community use.

12. Meriter and St. Marys Hospital Campuses.

St. Marys and Meriter Hospitals occupy sites that are essentially surrounded by residential neighborhoods and are unique because of their size, institutional use, and campus-type development pattern. Each hospital has, or will have, a master plan that has been, or will be, approved by the City. These approved master plans, as they may from time to time be modified or expanded, shall regulate development/redevelopment activities on these sites.

13. Multi-Tenant Commercial Buildings.

Park Street has a number of multi-tenant commercial buildings or "strip centers" located primarily in the southern section of the corridor. The following requirements and guidelines, which address the general conditions existing at these sites, shall apply to all new centers and improvements to existing centers unless adopted plans for the Badger Road or Wingra Creek areas address multi-tenant commercial buildings, in which case those plans shall apply. In addition, all applicable provisions of Paragraphs 1. - 11. shall apply to all multi-tenant commercial buildings.

a. Requirements.

- i. Substantial portions of buildings in new centers shall be at least two (2) stories in height.
- ii. New centers shall front directly on the primary street with parking located at the rear or on the side of the building(s).

b. Guidelines.

- i. New centers should include residential or office uses on the upper floors.
- ii. Rear and side facades should be designed to blend with the design of the front facade, with complementary colors and materials.

14. Restoration/Preservation Activities.

Several buildings, located primarily at the north end of Park Street, are older commercial structures which have historic value and interest. The ground floors of many of these structures have been altered over time while the upper stories have generally retained their historic appearance. When considering building improvements, property owners of older commercial structures are encouraged to restore the original character of the building. This section identifies additional design requirements and guidelines to address the special conditions that exist for these sites.

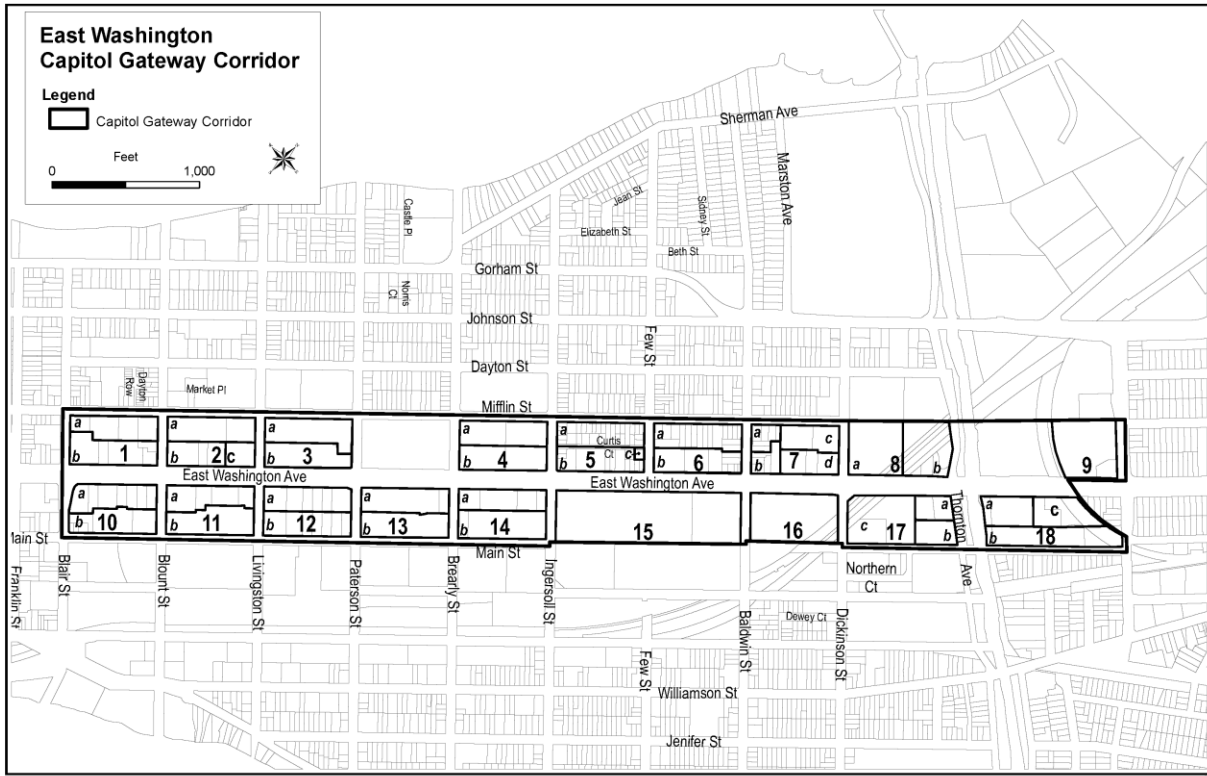
a. Guidelines.

- i. The distinguishing features of the original building should be preserved. The removal or alteration of historic materials or distinctive architecture features should be avoided, whenever possible.
- ii. Where practical, the original masonry should be restored and missing elements such as cornices, windows and storefronts that were part of the original building design should be reconstructed. If restoration is not feasible, new elements should be designed to compliment the character, materials and design of the original building.
- iii. Any inappropriate elements, signs, canopies, etc. that cover details and features of the original building should be removed.
- iv. Painting of natural brick or stone is strongly discouraged when those materials are in good condition.

(15) Urban Design District No. 8.

- (a) Statement of Purpose. Urban Design District No. 8 is hereby established to improve the appearance and function of the District. It is intended to be the key implementation mechanism to further the four Core Development Principles set out in the adopted East Washington Avenue Capitol Gateway Corridor Plan. These principles are 1) to protect the iconic view of the Capitol, 2) to respect and strengthen existing neighborhoods, 3) to establish a transit-oriented employment corridor, and 4) to create a vibrant boulevard along East Washington Avenue. The Capitol Gateway Corridor is the major gateway corridor to Madison's Downtown, and is a critical street for the vitality of adjoining neighborhoods. The purpose of these design requirements and guidelines is to provide clear direction for how property owners can make improvements to their properties to collectively improve the visual character and safety of the District. When applied, they will ensure against fragmented or incompatible development and will help prevent the negative visual and functional effects of uncoordinated design decisions. These requirements and guidelines are intended to preserve and enhance the property values in the District, and avoid substantial depreciation of the property values and help to ensure long-term economic vitality. The goal is not to create a uniform "style" or character for the street, but rather to allow the Capitol Gateway Corridor to evolve as a distinctive place that builds on the strengths of its culturally diverse businesses and neighborhoods. This ordinance and the Plan will guide all new development and redevelopment in the District.
- (b) Property Included in the District. The District shall include all properties shown in (c). If any portion of a zoning lot is in the District, the entire lot is within the District. A map of the District is available from the Department of Planning and Community and Economic Development.

(c) Map of the District.



- (d) Design Review Required. All development in the District (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, street graphics, and new parking facilities or alterations to existing parking facilities), except residential buildings containing four (4) or fewer dwelling units, shall require approval of the Urban Design Commission and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and other state laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. The Director of the Department of Planning and Community and Economic Development may approve minor alterations to existing and/or approved buildings or structures and site pursuant to Sec. 33.24(4)(g). The Director of the Department of Planning and Community and Economic Development may also approve the design of street graphics that are permissible under the Sign Ordinance. Approval of the Urban Design Commission under this subsection shall not be required for an awning unless it is part of other development requiring approval under this subsection. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the District. If this ordinance conflicts with other City regulations, however, the regulations which are more restrictive or which impose higher standards or requirements shall govern.
- (e) Basis for Design Review. In reviewing plans for development in the District, the Urban Design Commission shall apply the following requirements and guidelines as may be appropriate in order to implement the Core Development Principles of the East Washington Avenue Capitol Gateway Corridor Plan. The development shall meet the requirements and conform as much as possible to the guidelines. Both the requirements and guidelines apply to new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing

buildings or structures, street graphics, and new parking facilities or alterations to existing parking facilities unless stated otherwise for a specific item. The overall design of each development shall be of high quality.

1. Building Height.

a. Requirements.

- i. The height of new buildings shall be as shown in 3. below.
- ii. New buildings shall incorporate a front facade stepback as shown in 3. below.
- iii. Any non-habitable space from architectural features shall not be included in the height calculation.

b. Guidelines.

- i. The Urban Design Commission may, on a case-by-case basis, reduce the minimum building height requirement provided the buildings incorporate elements such as extended parapet or tower features to convey the appearance of a taller building. Such elements shall be substantially integrated into the design of the building so they do not read as false facades.
- ii. Additions to existing buildings are expected to comply with the applicable minimum height requirements unless the applicant can demonstrate that the site, function, use, or layout of the new addition would pose structural or operational hardships due to its relationship with the existing building, in which case the Urban Design Commission may waive said requirements.

2. Building Location and Orientation.

a. Requirements.

- i. The setback for new buildings shall be as shown in 3. below. The Urban Design Commission, however, may allow greater setbacks to allow for the articulation of long building facades or for the development of additional usable public open spaces, such as pedestrian plazas, as long as design elements are included to maintain a uniform character in the District.

b. Guidelines.

- i. The building location should be designed to provide for amenities that will enhance the visual and pedestrian character of the street.
- ii. In areas with sidewalk/terrace width of nine (9) feet or less, the setback should include additional pavement to expand the sidewalk/terrace to a width of at least nine (9) feet.
- iii. Walkways should be provided to connect the building entrance to the public sidewalk.
- iv. The front facade of the building and the primary entrance should face the primary street. If the public entrance is allowed on the side of the building, it should be positioned close to the primary street and preferably as a corner feature of the building.

- v. Additions to existing buildings should help bring the building closer to the street and minimize any "gap" in the street wall.

3. Building Height, Location (Distance from Property Line) and Stepback.

Block	Maximum Bldg. Height¹(stories)	Minimum & Maximum Street Level Facade Height (stories)²	Minimum Stepback East-West Streets (feet or angle)³	Minimum Stepback North-South Streets (feet)	Minimum & Maximum Setback East-West Streets (feet)⁴	Minimum & Maximum Setback North-South Streets (feet)⁴
1.a.	3 + 30*	2-3	30°	15	5-20	5-10
1.b.	8	3-5	15	15	15	5-10
2.a.	3 + 30*	2-3	30°	15	5-20	5-10
2.b.	8**	3-5	15	15	15	5-10
2.c.	10**	3-5	15	15	15	5-10
3.a.	3 + 30*	2-3	30°	15	5-20	5-10
3.b.	10**	3-5	15	15	15	5-10
4.a.	3 + 30*	2-4	30°	15	5-20	7-10
4.b.	8**	3-5	15	15	15	5-10
5.a.	3	2-3	-	-	5-20	5-10
5.b.	3	2-3	-	-	15	5-10
5.c.	3	2-3	-	-	5-20	5-10
6.a.	3	2-3	-	-	5-20	5-10
6.b.	3	2-3	-	-	15	5-10
7.a.	3	2-3	-	-	5-20	5-10
7.b.	8	3-5	15	15	15	5-10
7.c.	3	2-3	-	-	5-20	5-10
7.d.	8	3-5	15	15	15	5-10
8.a.	8	3-5	45°	15	15	5-10
8.b.	4	2-3	15	15	15	5-10
9	8	3-5	15	15	15	5-10
10.a.	12**	3-5	15	15	15	0-10
10.b.	12**	3-5	15	15	15	0-10
11.a.	12**	3-5	15	15	15	0-10
11.b.	12**	3-5	15	15	15	0-10
12.a.	12**	3-5	15	15	15	0-10
12.b.	8**	3-5	15	15	15	0-10
13.a.	12**	3-5	15	15	15	0-10
13.b.	8**	3-5	15	15	5-20	0-10

14.a.	8**	3-5	15	15	15	0-10
14.b.	6**	3-5	15	15	15	0-10
15	8**	3-5	15	15	15	0-10
16	8**	3-5	15	15	15	0-10
17.a.	4	3-4	-	-	15	0-10
17.b.	4	2-4	-	-	15	0-10
17.c.	6**	3-5	15	15	15	0-10
18.a.	4	2-4			15	0-10
18.b.	4	2-3			15	0-10
18.c.	6**	3-5	15	-	15	0-10

Height is based on an average story height of 9-12' (11-15' for the ground floor). Buildings with greater floor heights shall have fewer stories accordingly.

"**" - represents the required stepback angle

"***" - represents the maximum height in stories allowed without any bonus stories. Bonus stories require the provision of elements in (e)12.

² In cases of exceptional design, the Urban Design Commission may waive the minimum street level facade height requirement for elements comprising up to twenty percent (20%) of a building's length along a street.

³ The angle is measured at a point at the top of the face of the street level facade wall between a horizontal line (0°) and a line (stepback height line) that is extended until the maximum permitted building height on the block is reached. Between the street level facade wall and the point at which the maximum building height is reached, buildings may be built up to the stepback height of the 30° line but may not exceed it.

⁴ Includes the eastern and western boundaries of the Yahara River Parkway and Burr Jones Field.

4. Parking and Service Areas.

a. Requirements.

- i. Off-street parking facilities for new buildings shall be located behind or on the sides of the building and the distance from the property line shall be the same as for buildings, as shown in 3. Additional access points off of East Washington shall not be permitted.
- ii. At least one (1) tree island, sized and landscaped pursuant to the Zoning Code, shall be provided for each twelve (12) parking spaces. This requirement is in addition to any other landscaping requirements of the Zoning Code.
- iii. All trash areas shall be screened from public view.

b. Guidelines.

- i. For existing properties, parking in the front should be relocated, if possible, to the side and/or rear of the building. When not possible, walkways, landscaping, architectural features, and lighting should be provided to make these areas more attractive and inviting. Decorative fences, walls and/or landscaped edges should screen front parking areas

from the public sidewalk. Screening should not exceed three and one-half (3½) feet in height.

- ii. All parking areas should be well landscaped and appropriately lighted.
- iii. All parking areas should include walkways to allow safe pedestrian access to the building entrance.
- iv. Shared parking areas are encouraged. Whenever possible, adjoining parking lots should be linked to provide internal traffic circulation.
- v. Driveways along the District should be minimized to improve traffic flow and reduce pedestrian conflicts.
- vi. Pedestrian areas and customer parking areas should be separated from loading service, and drive-through areas.
- vii. If possible, trash areas should be located inside buildings.
- viii. Any new parking ramps fronting on East Washington Avenue should include ground-floor commercial uses with attractive commercial facade design. The facade design for the upper stories should obscure the parking ramp and present an attractive building face for the District. The design of parking ramps should also complement the quality and design of the buildings they serve.
- ix. Entryways to parking ramps should be accessed from side streets whenever possible. Entryways/exits onto East Mifflin Street and East Main Street shall not be permitted unless no other option exists.
- x. Bicycle parking should be distributed throughout a development site. Some short-term visitor bicycle parking should be located near the building entrance.

5. Landscaping and Open Space.

a. Requirements.

- i. Landscaping within the East Washington Avenue setbacks and terraces and medians shall follow the approved palette and design concept.
- ii. The street face shall be dominated by canopy trees in both the building setback and the public right of way.
- iii. The type, number, and location of canopy trees in the building setback shall be coordinated with the type, number, and location of canopy trees in the public right of way.
- iv. When planted, canopy trees shall have a caliper and height relationship consistent with the provisions of Table 1 in Section 1.2.1 of the American Standard for Nursery Stock (ANSI Z 60.1-2004).
- v. Terraces shall have a minimum width of ten (10) feet to accommodate growth of canopy trees.
- vi. If a public sidewalk is within six (6) feet of the public street, canopy trees shall be planted on the building side of the sidewalk.

- vii. Unless existing infrastructure interferes, canopy trees shall be planted at a spacing of no greater than forty (40) feet on center.
- viii. Unless existing infrastructure interferes, canopy trees planted along street faces, in parking lots, and parking lot islands shall have a mature height of at least sixty (60) feet.
- ix. Screen fences and/or landscaped buffers shall be provided at property edges. Where a commercial property adjoins residential properties, this separation shall be provided pursuant to the Zoning Code.

b. Guidelines.

- i. Property owners are encouraged to provide well-designed landscaped outdoor spaces for the use and enjoyment of employees and customers.
- ii. Landscaping and fencing should be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- iii. The use of attractive landscaping is encouraged to establish continuity between buildings and to define the block face where there are no buildings.
- iv. The use of rain gardens and bio-retention basins to collect runoff and filter pollutants is encouraged, where practical.
- v. Landscape islands, open spaces, and porous pavements should be provided, where practical, for additional stormwater infiltration.
- vi. Canopy trees should be located in all terraces and medians.
- vii. When space permits, canopy trees should be located on both sides of the public sidewalk.

6. Site Lighting and Furnishings.

a. Requirements.

- i. Cut-off light fixtures shall be used to illuminate the site.

b. Guidelines.

- i. Pedestrian use areas should be adequately, but not excessively lit. Low-level building and landscape accent lighting is encouraged, where appropriate.
- ii. Lighting and site furnishings (benches, trash receptacles, bicycle racks, etc.) should be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.

7. Building Massing and Articulation.

a. Requirements.

- i. All visible sides of the building shall be designed with details that complement the front facade. Side facades that are visible from the primary street shall receive complementary design attention.
- ii. Blank building walls with little detail or variety along primary facades shall be avoided. Improvements to these buildings

shall include details at the street level to create a more comfortable pedestrian scale and character.

- iii. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Details shall include window and door trim, recessed entries, awnings, and/or other features.
- iv. Mechanical equipment shall be screened from view by using screen designs that are architecturally integrated with the building design.

b. Guidelines.

- i. "Green" building design that promotes energy efficiency is encouraged.
- ii. Building facades should be designed to create a visual distinction between the upper and lower floors of the building.
- iii. A positive visual termination at the top of the building with decorative cornices or parapets should be provided.
- iv. Buildings should be designed as products of their own time. Copying historic appearance and details is discouraged.
- v. Franchise businesses are encouraged to modify their corporate designs to fit the District's character.
- vi. Where possible, existing one-story buildings should be renovated with extended facades and parapets to increase building height and provide a more pleasing scale for the District.
- vii. New buildings and additions should complement the character of adjoining buildings in the blockface.
- viii. Creative architectural designs and details are encouraged so long as designs do not conflict or draw attention away from other buildings in the block.
- ix. New corner buildings should be located near the sidewalk edge and should define the street intersection with distinctive architectural features such as towers, rounded walls, recessed entries or other design features.

8. Materials and Colors.

a. Requirements.

- i. Exterior materials shall be durable, high-quality materials and appropriate for external use.

b. Guidelines.

- i. Brick, stone and terra cotta are preferred primary materials for new buildings or additions.
- ii. The use of "faux" sidings is discouraged.
- iii. Color choice should complement the style and materials of the building's facade and provide a pleasing relationship with adjoining buildings.
- iv. Painting, covering or removal of natural brick and stone is discouraged, but staining may be acceptable.

9. Windows and Entrances.

a. Requirements.

- i. The ground floors of commercial retail buildings shall have at least sixty percent (60%) of the street wall area devoted to windows to enhance the pedestrian character of the primary street.
- ii. Office buildings and other non-retail buildings should have at least forty percent (40%) of the street wall devoted to windows.
- iii. Windows on the ground floor shall be transparent and unobstructed, and shall not be darkly tinted, colored, or have a mirrored finish.

b. Guidelines.

- i. Building entrances should be designed as the focal point of the front facade.
- ii. Entrances to new buildings or additions located close to the sidewalk should include recessed entries to allow for pedestrian movement.

10. Signage.

a. Guidelines.

- i. Preferred sign types include building mounted signs, window signs, projecting signs, and awning signs.
- ii. Signs should be simple and easy to read.
- iii. Sign colors should relate to and complement the primary colors of the building facade.
- iv. Sign design and placement should fit the character of the building and not obscure architectural details.
- v. Signage should generally be centered within the prescribed signable area of the building.
- vi. Plastic box signs are highly discouraged.
- vii. Signs displaying illuminated copy should be designed so that when illuminated, the sign appears to have light-colored copy on a dark or nonilluminated background.
- viii. Individually mounted backlit letters are an encouraged form of signage.
- ix. The use of small, well-designed building-mounted light fixtures is a preferred method of illuminating signage.
- x. Freestanding signs should be attractively designed. Signs should be coordinated with adjoining properties and public street signage to avoid visual clutter.

11. Restoration/Preservation Activities.

Several buildings within the District are older commercial structures, that have historic value and interest. The ground floors of many of these structures have been altered over time while the upper stories have generally retained their historic appearance. When considering building improvements, property owners of older commercial structures are encouraged to restore the original character of the building. This

subparagraph identifies additional design requirements and guidelines to address the special conditions that exist for these sites.

a. Guidelines.

- i. The distinguishing features of the original building should be preserved. The removal or alteration of historic materials or distinctive architecture features should be avoided, whenever possible.
- ii. Where practical, the original masonry should be restored and missing elements such as cornices, windows and storefronts that were part of the original building design should be reconstructed. If restoration is not feasible, new elements should be designed to complement the character, materials and design of the original building.
- iii. Any inappropriate elements, signs, canopies, etc., that cover details and features of the original building should be removed.
- iv. Painting of natural brick or stone is strongly discouraged when those materials are in good condition.

12. Upper Level Development Standards.

- a. For buildings on Blocks 2b, 2c, 3b, 4b, 10-16, and 17c, any mass above five (5) stories that exceeds a footprint of one hundred thirty (130) feet on any side parallel to East Washington Avenue and two hundred (200) feet on any side perpendicular to East Washington Avenue shall have a stepback of forty-five degrees (45°), unless the Urban Design Commission approves a maximum of ten percent (10%) increase in the footprint due to structural or other constraints.
- b. Bonus stories may be allowed as follows:
 - i. Two (2) bonus stories on Blocks 2b, 2c, 3b, 4b, 12b, 13b, 14a, 14b, 15, 16, 17c, and 18c.
 - ii. Three (3) bonus stories on Blocks 10a, 10b, 11a, 11b, 12a, and 13a, and a third bonus story on up to ten percent (10%) of the area of Block 4b.
 - iii. Four (4) bonus stories on up to fifteen percent (15%) of the area of Block 3b.
- c. Bonus stories may be granted if it is determined that the provision of at least one (1) element from i. or a combination of elements from ii. provides sufficient public benefit to warrant the additional height.
 - i. —LEED Gold certification, or equivalent
—Inclusion of at least fifteen percent (15%) of dwelling units for families with incomes not greater than sixty (60%) Area Median Income (AMI) for rental units and/or an income not greater than eighty percent (80%) AMI for owner-occupied units. Area Median Income is the median annual income calculated by the U.S. Department of Housing and Urban Development for the metropolitan area that includes the City of Madison.

—Structured parking that includes space shared by multiple users from multiple lots and that accommodates a substantial space for public use by patrons of both on- and off-site uses.

—On-site, publicly accessible plazas and/or pocket parks that are visible from the street and provide seating, landscaping, public art and/or other public amenities. For each one (1) square foot of plaza or park that is provided, five (5) square feet of bonus area is available.

ii. —Mid-block and through-block public pedestrian, bike, and/or vehicular connections.

—Substantial amount of family-supporting housing, including at least ten percent (10%) of dwelling units with three (3) or more bedrooms, outdoor recreation spaces, and/or other family-related amenities.

—On sites with designated historic structures and/or structures eligible for designation, the incorporation, preservation, or rehabilitation of such structures in the development.

—Adequately sized community meeting rooms available free of charge for neighborhood, public, or other community meetings or on-site daycare facilities in conjunction with family-supportive housing or employment uses.

—Minimum of fifty percent (50%) vegetative roof cover.

—LEED Silver certification or equivalent.

—On-site, publicly accessible plazas and/or pocket parks that are visible from the street and provide seating, landscaping, public art and/or other public amenities. For each one (1) square foot of plaza or park that is provided, ten (10) square feet of bonus area is available.

(16) Enforcement and Penalty. This ordinance shall be enforced by the Director of the Building Inspection Division of the Department of Planning and Community and Economic Development or her/his designee. Any person who violates Sec. 33.02(7)(b), Sec. 33.02(8)(c), Sec. 33.02(9)(b), Sec. 33.02(10)(c), Sec. 33.02(11)(c), or Sec. 33.02(12)(c) of this chapter shall upon conviction thereof forfeit not less than one dollar (\$1) nor more than two hundred dollars (\$200), and in addition shall pay all costs and expenses involved in the case. Each day such violation continues shall be considered a separate offense.