



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>02/22/2017</u>	<input type="checkbox"/> Informational Presentation <input checked="" type="checkbox"/> Initial Approval <input checked="" type="checkbox"/> Final Approval
UDC Meeting Date: <u>03/08/2017</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 302 S Gammon Rd, Madison, WI  
Project Title (if any): West Place Redevelopment

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)

**C. Other:**

- Please specify: MXC - Mixed Commercial Center

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: John Livesey  
 Street Address: 2248 Deming Way  
 Telephone: (608) 833-2929 Fax: ( )

Company: Livesey Company  
 City/State: Middleton, WI Zip: 53562  
 Email: liveseyjk@liveseyco.com

Project Contact Person: Melissa Huggins  
 Street Address: 16 N Carrol St - Ste 530  
 Telephone: (608) 819-6566 Fax: ( )

Company: Urban Assets  
 City/State: Madison, WI Zip: 53703  
 Email: melissa@urbanassetsconsulting.com

Project Owner (if not applicant) : \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 Telephone: ( ) Fax: ( )

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on 08/31/2016.

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Douglas Kozel  
 Authorized Signature

Relationship to Property Architect  
 Date 02/22/2017



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February 22, 2017

City of Madison Planning Division  
Department of Planning & Community & Economic Development  
126 South Hamilton Street  
Madison, WI 53703

Attention: Kevin Firchow

Re: West Place – 7050 Mineral Point Road, 202 & 302 South Gammon Road, 7001 Tree Lane

Dear Members of the Common Council, Plan Commission, and Urban Design Commission:

Please accept this revised Letter of Intent, Application, and attachments as our formal request to rezone the above listed properties from Suburban Employment (SE) to Mixed Use Center (MXC). The 23 acre site is located at the northwest corner of Mineral Point and Gammon Roads, bounded by Mineral Point Road, Gammon Road, Tree Lane, Tamarack Condominiums, and a private road and adjacent to West Towne Mall and Memorial High School.

The application includes the following three items:

1. Design and Landscape Guidelines for approval of future phases
2. Master Plan for the redevelopment of the entire 23 acre
3. Architectural design for Phase One (7.45 acres located at the corner of Mineral Point and Gammon Roads)

### **Project Team**

Owner: John K. Livesey  
The Livesey Company  
2248 Deming Way Middleton, Wisconsin 53562  
(608) 833-2929  
[jkivesey@liveseyco.com](mailto:jkivesey@liveseyco.com)

Architect: Doug Kozel  
KEE Architecture  
621 Williamson Street Madison, Wisconsin 53703  
(608) 255-9202  
[dkoz@keearch.com](mailto:dkoz@keearch.com)



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Civil Engineer: Bruce Hollar  
D'Onofrio Kottke and Associates, Inc.  
7350 Westward Way Madison, Wisconsin 53717  
[bhollar@donofrio.cc](mailto:bhollar@donofrio.cc)

Landscape Architect: Ken Saiki  
Ken Saiki Design, Inc.  
303 South Paterson Madison, WI 53703  
(608) 251-3600  
[KSaiki@ksd-la.com](mailto:KSaiki@ksd-la.com)

### **Existing Conditions**

The existing property includes 23 acres that currently hosts the former Rural Insurance Building (formerly occupied by Madison Area Technical College and Famous Footwear) and other structures including Noodles & Company, Paul Mitchell School, KJ's Curry Bowl, Orthodontic Specialists, A Breed Apart Animal Hospital, Madison Metropolitan School District Offices, La Petite Academy, Vitamin Shoppe, TQ Diamonds, and Midwest Dental. The current zoning is Suburban Employment (SE).

The proposed development is in proximity to the Tamarack Trails Community Condominium Association, the Walnut Grove Homeowners Association, and the Wexford Village Neighborhood. The project site is in Aldermanic District 9 and adjacent to Aldermanic District 19.

### **Staff and Neighborhood Input**

The Development team first met formally with city staff on March 7<sup>th</sup> 2016 and has continued to consult with them regularly either at in-person meetings or via email or phone.

The Livesey Company engaged Urban Assets to coordinate and facilitate meetings with Alder Skidmore, Alder Clear, and city staff. Two full neighborhood meetings were held on October 6<sup>th</sup> and November 7<sup>th</sup>. Meeting notes are available upon request.

### **Project Overview**

#### Master Plan

The vision for West Place is to create a mixed use neighborhood that is both a destination for the community, a home for residents, and an employment center. The Master Plan is arranged in a cohesive and compact manner, centered on a new private road, informally called "Memorial



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Drive” (permanent name to be determined), as well as plazas and other open spaces, which are linked by pedestrian connections through the new development and to the surrounding neighborhood. The uses include retail, office, residential, some of which are combined in mixed-use buildings. The buildings are arranged to capitalize on multiple modes of transportation including transit, biking, walking, and the automobile as well as shared parking facilities. The Master Plan includes the development of the following seventeen buildings:

<b>Building</b>	<b>General Use(s)</b>	<b>Stories</b>	<b>Estimated Min GSF</b>	<b>Estimated Max GSF</b>
1	Retail/Residential	3	30,000	32,000
2	Retail/Office	3	26,000	28,000
3	Retail/Office	3	26,000	28,000
4	Retail/Residential	3	30,000	32,000
5	Residential/Retail	4	70,000	80,000
6	Commercial/Retail	3-4	36,000	48,000
7	Mixed Use	4-5	48,000	60,000
8	Office	5-6	100,000	140,000
9	Commercial/Retail	3-5	67,000	112,000
10	Commercial	2-3	16,000	24,000
11	Commercial	2-3	18,000	29,000
12	Commercial	2-3	18,000	29,000
13	Commercial	2-3	23,000	35,000
14	Commercial	2-3	39,000	60,000
15	Residential	5	105,000	175,000
16	Commercial	3-6	25,000	50,000
17	Commercial/Residential	3-6	70,000	148,000
<b>TOTAL</b>			<b>747,000</b>	<b>1,110,000</b>

Based on market interest in the site, it is anticipated that future uses may include a hotel and senior housing, specifically assisted living, congregate care, skilled nursing, as well as a hotel.

The approval of future phases of development is governed by Madison General Ordinance, including Chapter 28 Zoning Code Ordinance and specifically the following sections of the zoning code:

- Sec. 28.060, General Provisions for Mixed-Use and Commercial Districts
- Sec. 28.061, Mixed Use and Commercial District Uses
- Sec. 28.066, Mixed Use Center (MXC) District
- Sec. 28.142, Landscape and Screening Requirements



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In addition, approvals for future phases will also be based on The Design and Landscape Guidelines, as required by Sec. 28.066, Mixed Use and Commercial District.

The Master Plan has been designed to capitalize on the natural topography of the project site with 12 feet of grade change to the south and 14 feet of grade change to the north. This provides the opportunity to tuck the parking structure at the center of the master plan into the topography, which creates the following four advantages:

1. The retail on the corner of Mineral Point and Gammon roads and the parking are at the same grade, which creates easy access to the retail and a pleasant experience for visitors.
2. The upper plaza located behind Building Five, and on top of the at-grade parking, is available for use by residents and visitors alike and the parking can be shared with Buildings Seven and Eight.
3. A seamless pedestrian connection from the large plaza on the corner of Mineral Point and Gammon roads, across Memorial Drive, up the stairs to the upper plaza from which a pedestrian could clearly see and access the remainder of the development through to Tree Lane.
4. There is no need for a large, above grade parking structure to accommodate the required parking

“Memorial Drive” is the spine that ties the project together. Created by the buildings that surround it, the layout, landscaping, and amenities are designed to provide a welcoming experience for the pedestrian. The curve in the street means that your perspective shifts as you move along the street, always providing something new to look at while it molds the space.

The perpendicular parking along “Memorial Drive” is **crucial to the success of the project**. This parking is the most accessible to the retail uses, particularly in buildings one through seven. Research has shown that on-street parking experiences the most use and the highest turnover and is consistently selected over off street parking, including parking structures.<sup>1</sup>

The draft comprehensive transportation plan, Madison in Motion, recommends that the city “promote provision of shared parking facilities to avoid an oversupply of parking.” The goal of the recommendation is to increase efficiency and coordinate with land use. “Memorial Drive” parking will be shared by **100% of the users** of the project. Perpendicular parking is also the **most efficient** because it accommodates the most number of vehicles per square foot.<sup>2</sup> The Activity Centers, of which this project is one, and urban design concepts recommended in Madison in Motion include the provision of perpendicular parking (see images below).

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<sup>1</sup> Planetizen, University of Connecticut research, [www.planetizen.com/node/31274](http://www.planetizen.com/node/31274)

<sup>2</sup> Landscape2.org, [www.landscapes2.org/transportation/circulation/14-parking.cfm](http://www.landscapes2.org/transportation/circulation/14-parking.cfm)



The primary goal for West Place is to create an active, dynamic urban environment on the west side of Madison that is easily accessible to all modes of transportation, exciting, and welcoming to all. The success of the project is dependent on two factors – the design and, most importantly, the ability to attract and meet the needs of tenants, employers, and residents.

#### Phase One

Phase One is centered on the intersection of Mineral Point and Gammon roads and is organized around a large public plaza at the corner, the first half of Memorial Drive, and an upper plaza located adjacent to Building Five. This first phase will include 50,450 SF of retail, 22,620 SF of office space, and 104 residential units (12 studios, 67 one-bedrooms, and 25 two-bedrooms). The development will employ a mix of private and shared parking (602 stalls), the majority of which will be located in a structure or under buildings. A total of 210 bike parking spaces will be provided (104 residential, 12 residential/visitors, 11 office, 6 retail, and 75 restaurant).

Phase One is designed to be a destination and activity center that will serve the needs of residents, employees, and the surrounding community. The mix of uses will include retail, restaurants, commercial services, office, and residential. The restaurants will have access to



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dedicated outdoor seating, along Mineral Point and Gammon roads and on the second floor along the large public plaza. The large public plaza will be designed as an informal gathering space that accommodates programming such as farmers' markets and concerts. Amenities will include water features, public art, moveable furniture, and other features, some permanent, and will engage children and families.

The upper plaza will serve residents, employees, and visitors to the project. Planters will have adequate depth to accommodate significant plantings. Building Five, which is primarily residential (1,194 sf of commercial located at center passageway from parking) will also have a community room on an upper floor and a roof deck on the top floor both overlooking the large public plaza below.

Bike parking for visitors will be located adjacent to the dedicated bike lanes along Mineral Point and Gammon roads, as well as on the upper plaza, in the parking area below the upper plaza and in the area in front of Building Five on "Memorial Drive." As part of Phase One, we are requesting (and paying for) the installation of the new traffic signal at "Memorial Drive" and Gammon Road.

Due to the reliance on shared parking in Phase One, Livesey Company commissioned a shared parking study to ensure there would be adequate parking for the variety of uses, **particularly the retail and restaurants**. Kimley-Horn conducted the study based on the Urban Land Institutes shared parking methodology. The study concluded there is an adequate amount of access controlled parking for the office and residential uses, assuming the spots are shared and not assigned to specific drivers.

Demand for the shared parking along "Memorial Drive," the covered parking, and the upper plaza parking, however, exceeds supply during the weekday and weekend evening hours by approximately 68 spaces. Obviously, these are the hours that are most important for the restaurant and retail users. In order to address this shortage, the project will include valet parking during these peak periods. The valet station will be located on "Memorial Drive" at the entrance to the large public plaza.

Trash will be managed by use of four collection areas, all housed within buildings. Buildings one and two residential and office tenants will share a trash collection room on the garage level, and building two retail tenants will share a trash collection chute located on first floor. Trash collection for buildings three and four are similar. In addition, there will be a trash collection room on each end of building five, level one, intended for use both by residents of building five and by retail tenants of buildings one and four.

Deliveries will be restricted to the 7 to 11 AM time period for all tenants and will be written into their leases. Deliveries will use part of the large public plaza area which is designed to



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accommodate two 55 foot trucks. Turning geometries have been designed for this use, with entry to, and exiting from the site off of Gammon Road. In addition, two delivery areas of 10' width x 35' length are provided on the site. One is a permanently dedicated area just west of building 5, and the other is on "Memorial Drive" using a parking area which is reserved for deliveries from 7 AM until 11 AM, daily.

Upon completion of Phase One, the north end of the parking structure will be landscaped and maintained as part of the green space until Phase Two is completed.

### **Relevant City of Madison Planning Documents**

The City of Madison Generalized Future Land Use Plan (2012) identifies conceptual locations for Transit-Oriented Development, one of which is located at the intersection of Mineral Point and Gammon roads, opposite the project site. Given the conceptual nature of this recommendation, and the opportunity this development presents, the project site is a logical location for the TOD.

The land use chapter of the 2006 City of Madison Comprehensive Plan includes the following relevant recommendations:

- Encourage the creation of compact, mixed-use development projects that include a variety of land uses in close proximity to each other. Such development should be consistent with the City adopted plans, design guidelines, and land development regulations that apply to mixed-use developments. (2-14, Volume II – Recommendations)
- Encourage the creation of compact, mixed-use activity ("town") centers as "urban" alternatives to conventional suburban style, single-use, low-density office and research parks. (2-51, Volume II – Recommendations)

The project site is located at the intersection of Mineral Point and Gammon roads, which are primary transportation corridors for this area of the city. Dedicated bike lanes run adjacent to the project site on both Mineral Point and Gammon and three Madison Metro bus stops are located nearby, two on the project site.

The transportation chapter of the 2006 City of Madison Comprehensive Plan makes the following policy recommendations with regard to the coordination of land use and the transportation system:

- Encourage the development of mixed-use activity centers throughout the city that are supportive of alternative transportation modes. (3-3, Volume II -- Recommendations)
- Concentrate infill and redevelopment projects along transit corridors and other appropriate redevelopment areas, in order to allow for more efficient and effective provision of transit services. (3-3, Volume II -- Recommendations)





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- Encourage redevelopment to occur in a manner that is integrated with the various components of the transportation system. (3-4, Volume II -- Recommendations)

Additionally, the City's draft comprehensive transportation plan, Madison in Motion, includes the following policy and best practice recommendations:

- Encourage the development of high-density, mixed-use Activity Centers, primarily along major existing and future planned transit corridors
- Target infill development to areas and corridors that have, or will have, high levels of transit service

In addition to the existing Madison Metro Service, the project site is located along the route recommended by the MPO for a future Bus Rapid Transit System (BRT).



## Rezoning

At zoning staff's recommendation, we are requesting that the property be rezoned to Mixed-Use Center (MXC) which encourages the development/redevelopment of mixed-use centers that are cohesive, compact, and walkable and are supported by transit, bike, car, and pedestrian access. Similar to Planned Development, MXC requires a Master Plan and can be developed in phases. This application includes the requested approval of the Design and Landscape Guidelines, the Master Plan, and Phase One development.



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### Project Schedule

Phasing for the project will occur over the next ten years. The estimated timing for each phase, including demolition if required is:

Phase	Demolition	Building No. Construction	Estimated Completion
1	West Place One <i>Vacant</i>	One	2019
		Two	
		Three	
		Four	
		Five	
2A	N/A	Fifteen	2019
2B	N/A	Six	2022
		Seven	
		Eight	
3	N/A	Nine	2024
4	West Place Three <i>MMSD</i> <i>A Breed Apart</i> <i>La Petite Academy</i> <i>Orthodontic Specialist</i>	Ten	2027
		Eleven	
		Twelve	
		Thirteen	
		Fourteen	
5	West Place Two <i>Vitamin Shoppe</i> <i>Noodles</i> <i>TQ Diamonds</i>	Sixteen	2027
		Seventeen	

### Sustainability

The most sustainable aspect of the project is the redevelopment of a low-density employment infill site into a higher density, mixed-use center where people can live, work, shop, eat, and enjoy the community. The project will increase the walkability and bike-ability of the neighborhood, providing surrounding residents with a destination **unlike any that currently exists in the area**. Transit access to the site is excellent and will increase when BRT is implemented.

Buildings will be built to high energy efficiency standards, including insulation, HVAC, and LED lighting. The development team will consult with Focus on Energy to ensure the project



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capitalizes on any other available technologies. As the project develops over time, the development team will investigate the feasibility of geothermal and photovoltaic.

The majority of the parking is located under buildings or in a structure and is shared among the various uses, decreasing the need for additional parking and reducing the amount of impervious paving and asphalt used. The perpendicular parking along "Memorial Drive" is the **most efficient configuration** of parking. It not only allows for more spaces per square foot, but also decreases driver search patterns with access from both directions. In addition, this parking provides the best access to all of the uses within the development and will be shared by **all users**.

The storm water management requirements for this development are significant. An integrated approach utilizing a variety of best storm water management practices is necessary to meet the quantitative and qualitative requirements. In addition, West Place will display storm water management measures to heighten awareness of sustainable practices. These site and landscape features are both functional and aesthetic enhancements for the development. Large areas of structured parking are capped by green roofs providing outdoor activity spaces and landscape. Green roofs include extensive and intensive plantings and paved areas. The plant palette will feature species native to Wisconsin.

**Lot Coverage**

Open Space as Illustrated on Master Plan		
Phase	Total Lot Area	Estimated Open Space (%)
1	324,503 sf	59,090 sf (18.2%)
2A	118,102 sf	42,410 sf (35.9%)
2B	112,129 sf	28,525 sf (25.4%)
3	122,242 sf	33,748 sf (27.6%)
4	279,292 sf	110,320 sf (39.4%)
5	58,839 sf	9,048 sf (15.3%)
<b>Total</b>	1,015,107 sf	283,141 sf (27.85)

Phase One

Lot coverage: 265,413 sf (81.7%)  
 Common space: 33,580 sf (9.4%)  
 Green space: 59,090 (19.3%)



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### **Hours of Operation**

Approximately 7 AM – 12 PM

- Office approximately 7 AM – 7PM
- Retail/Restaurant approximately 7 AM – 12 PM

### **Value of the Land**

7001 Tree Lane: \$700,000  
202 S. Gammon Road: \$2,050,000  
302 S. Gammon Road: \$5,610,000  
7050 Mineral Point Road: \$880,000

Total Value: \$9,240,000

### **Estimated Project Cost for Phase One**

\$56 Million

### **Number of Construction Jobs Created in Phase One**

Approximately 250

### **Number of Full Time Equivalent Jobs Created in Phase One**

Approximately 200 to 300 FTE

### **Public Subsidy Requested for Phase One**

\$9 million

We look forward to working with the City and neighborhoods to develop a successful project on this important site and employing Madison's new Mixed Commercial Center zoning designation. We strongly urge staff and the commissions to review this project with a **broader perspective** that takes into account the design, economic feasibility, and, most importantly, the overall benefit this project will bring to the West Side of Madison.

Regards,

John K. Livesey  
Owner, the Livesey Company



# West Place Mixed Use Center Design and Landscape Standards

Adopted by the City of Madison on \_\_\_\_\_, 2017

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*\*The zoning code pages included in this document are current as of the date of approval indicated on the cover of this document. Any future amendments to the zoning code will govern future actions and approvals. Follow the link below for the most recent version of Chapter 28 on Municode:*

[https://www.municode.com/library/wi/madison/codes/code\\_of\\_ordinances?nodeId=Chapter%2028%20Zoning%20Code](https://www.municode.com/library/wi/madison/codes/code_of_ordinances?nodeId=Chapter%2028%20Zoning%20Code)

## Overview

The West Place Mixed Use Center (MXC) District has been established in accordance with Sec. 28.066, MGO. The purpose of the MXC District is to encourage the development or redevelopment of mixed-use centers that combine new or existing retail development with a variety of housing, offices, studios, live-work space, civic buildings and other complementary uses arranged in a cohesive, compact, and walkable environment that make it convenient for residents, customers, and employees to travel by transit, bicycle, foot, or car. The MXC District is intended to facilitate the development or redevelopment of properties recommended for mixed-use development or transit-oriented development in the Comprehensive Plan or adopted neighborhood plan, corridor or special area plans. MXC Districts shall be located along existing or planned high-capacity multi-modal transportation corridors. The district is intended to:

1. Encourage appropriate transitions between higher-intensity uses within mixed-use centers and adjacent lower-density residential districts.
2. Encourage the development of mixed-use buildings, though not every building in the MXC District needs to include both residential and non-residential uses. Both types of uses, however, shall be accommodated within the district as a whole. MXC Districts shall be planned to provide a suitable residential environment.

MXC Districts are required to have a master plan approved as part of a zoning map amendment as prescribed in Sec. 28.182, MGO. The West Place Master Plan (the “Master Plan”) was approved by the Common Council on \_\_\_\_\_, 2017

The vision for West Place is to create a mixed-use neighborhood that is both a destination for the community, a home for residents, and an employment center. The Master Plan is arranged in a cohesive and compact manner, centered on a new private road, Memorial Drive, as well as plazas and other open spaces, which are linked by pedestrian connections through the new development and to the surrounding neighborhood. The uses include retail, office, and residential, some of which are combined in mixed-use buildings. The buildings are arranged to capitalize on multiple modes of transportation including transit, biking, walking, and the automobile as well as shared parking facilities. The Master Plan includes the development of the following seventeen (17) buildings:

*Table One – Use, Height, Gross Square Footage*

<b>Building</b>	<b>General Use(s)</b>	<b>Stories</b>	<b>Estimated Min GSF</b>	<b>Estimated Max GSF</b>
1	Retail/Residential	3	30,000	32,000
2	Retail/Office	3	26,000	28,000
3	Retail/Office	3	26,000	28,000
4	Retail/Residential	3	30,000	32,000
5	Residential/Retail	4	70,000	80,000
6	Commercial/Retail	3-4	36,000	48,000
7	Mixed Use	4-5	48,000	60,000
8	Office	5-6	100,000	140,000
9	Commercial/Retail	3-5	67,000	112,000
10	Commercial	2-3	16,000	24,000
11	Commercial	2-3	18,000	29,000
12	Commercial	2-3	18,000	29,000
13	Commercial	2-3	23,000	35,000

14	Commercial	2-3	39,000	60,000
15	Residential	5	105,000	175,000
16	Commercial	3-6	25,000	50,000
17	Commercial/Residential	3-6	70,000	148,000
<b>TOTAL</b>			747,000	1,110,000

**Phasing**

Development of West Place will occur over approximately ten (10) years. If the development of West Place is not constructed within ten (10) years, a new master plan must be approved by the Common Council following the recommendation of the Plan Commission and Urban Design Commission.

The following table outlines the estimated phasing of the construction of new buildings as well as the demolition of existing properties:

*Table Two – Demolition and Phasing Plan*

Phase	Demolition	Building No. Construction	Estimated Completion
1	West Place One <i>Vacant</i>	One	2019
		Two	
		Three	
		Four	
		Five	
2A	N/A	Fifteen	2019
2B	N/A	Six	2022
		Seven	
		Eight	
3	N/A	Nine	2024
4	West Place Three <i>MMSD A Breed Apart La Petite Academy Orthodontic Specialist</i>	Ten	2027
		Eleven	
		Twelve	
		Thirteen	
		Fourteen	
5	West Place Two <i>Vitamin Shoppe Noodles TQ Diamonds</i>	Sixteen	2027
		Seventeen	

Future phases may be subject to alteration pursuant to the MXC District alteration process in Sec. 28.066(12), MGO. Major alterations to the Master Plan shall be subject to Sec. 28.182, MGO including a recommendation by the Plan Commission and action by the Common Council.



# Approval Process

## Regulatory Framework

The approval of each phase of development is governed by Madison General Ordinance, including Chapter 28 Zoning Code Ordinance and specifically the following sections of the zoning code::

- Sec. 28.060, General Provisions for Mixed-Use and Commercial Districts
- Sec.28.061, Mixed Use and Commercial District Uses
- Sec. 28.066, Mixed Use Center (MXC) District
- Sec. 28.142, Landscape and Screening Requirements

The sections of the zoning code included in this document are current as of the date of approval listed on the cover page of this document. Any future amendments to the City of Madison zoning code will govern future actions and approvals. Follow the link below for the most recent version of Chapter 28 on Municode:

[https://www.municode.com/library/wi/madison/codes/code\\_of\\_ordinances?nodeId=Chapter%2028%20Zoning%20Code](https://www.municode.com/library/wi/madison/codes/code_of_ordinances?nodeId=Chapter%2028%20Zoning%20Code)

## Design Review Board

A Design Review Board (DRB) will be established to review and approve new projects based on their consistency with these Design and Landscape Standards. The DRB will consist of a representative of the Developer, the City of Madison, a Certified Planner, a Registered Architect, and a Registered Landscape Architect.

The Director of Planning will appoint a member of the City Planning Department. The Developer will select the initial Certified Planner, Registered Architect, and Registered Landscape Architect members. The DRB will be established within 60 days of the Common Council approval of the West Place Master Plan and Design and Landscape Standards. Each member of the DRB shall have a term of two (2) years, subject to reappointment by the Developer. If any member of the DRB resigns or is unable to complete his or her term, the Developer shall appoint a replacement member to complete the remaining portion of the term. All terms shall begin and end on the same date.

Should any property within West Place be owned or developed by a different owner or developer than Livesey Company (or a related entity), DRB members shall be selected based on a majority vote of all West Place property owners, with each owner having a vote equal to its percentage ownership of the total land area of West Place property. Livesey Company, however, will retain a majority vote during any period of time in which Livesey Company (or a related entity) owns any portion of West Place.

The DRB is responsible for the review and approval of all new projects, including new construction, modifications, alterations, additions, public art, landscaping, and signage. For projects requiring UDC approval, the DRB shall review all projects prior to a formal application being submitted by the developer to the City of Madison. The DRB will provide an advisory opinion as part of the application submittal. The DRB shall review and provide further advisory opinions as requested by the City of Madison.

The DRB will cease to exist ten (10) years from the date of Common Council's approval, identified on cover of this document.

## Process

The DRB will be convened on an as needed basis. Applicants should contact Livesey Company at (608) 833-2929 for project review by the DRB.

### *Submission Requirements*

DRB submissions for applications also requiring UDC approval should include electronic copies of the following:

- Letter of Intent that includes project team, proposed uses, hours of operation, building square feet, number of units, auto parking, bike parking, lot coverage, residential usable open space calculations, and common open space calculations
- Site plan
- Grading plan
- Landscape plan
- Colored building elevations
- Floor plans
- Signage
- Lighting plan
- Shadow study
- Utility/HVAC location and screening details
- Samples of building materials

Modifications, alterations, additions, public art, landscaping, and signage submission requirements include:

- Letter of Intent describing the project
- Relevant plans (site plan, elevations, landscape, signage)
- Material samples (if any)
- Other items at the request of the DRB

# Regulatory Framework

**CHAPTER 28D: MIXED-USE AND COMMERCIAL DISTRICTS**

**28.060 GENERAL PROVISIONS FOR MIXED-USE AND COMMERCIAL DISTRICTS.**

(1) Statement of Purpose.

Mixed-use and commercial districts are established to provide a range of district types, from the small neighborhood center to regional-level retail centers, while fostering high-quality building and site design and pedestrian, bicycle and transit as well as automobile circulation.

(2) Design Standards. The following design standards are applicable after the effective date of this code to all new buildings and major expansions (fifty percent (50%) or more of building floor area). Design standards shall apply only to the portion of the building or site that is undergoing alteration.

(a) Entrance Orientation (See Figure D1). All new buildings shall have a functional entrance oriented to an abutting public street. Additional entrances may be oriented to a private street or parking area. For buildings with multiple non-residential tenants, a minimum of one (1) tenant space shall have a functional entrance oriented towards an abutting public street. Other tenant spaces shall be connected to the public street with a private sidewalk connection. Entries shall be clearly visible and identifiable from the street, and delineated with elements such as roof overhangs, recessed entries, landscaping, or similar design features. Barrier-free entrances are encouraged. (Am. by ORD-13-00113, 6-26-13)



Figure D1: Entrance Orientation

(b) Facade Articulation. Consistent with the design of traditional storefront buildings, new buildings of more than forty (40) feet in width shall be divided into smaller increments, through articulation of the facade. This can be achieved through combinations of including but not limited to the following:

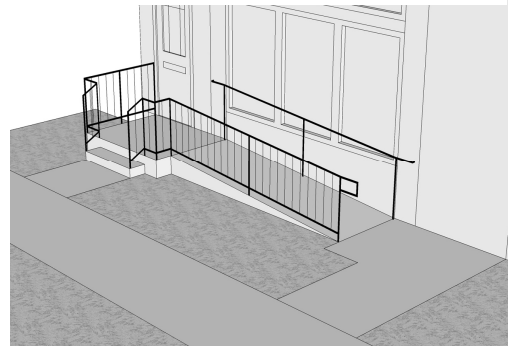


Figure D2: Barrier-Free Entrance Example

1. Facade Modulation (See Figure D3). Stepping back or extending forward a portion of the facade.
2. Vertical divisions using different textures or materials (although materials shall be drawn from a common palette).
3. Division into storefronts, with separate display windows and entrances.



Figure D3: Facade Modulation

4. Variation in roof lines by alternating dormers, stepped roofs, gables, or other roof elements to reinforce the modulation or articulation interval (See Figure D4).
5. Arcades, awnings, and window bays at intervals equal to the articulation interval.



Figure D4: Variation in Roof Lines

(c) Design of Street-Facing Facades.

No blank walls shall be permitted to face the public street, sidewalks, or other public spaces such as plazas. Elements such as windows, doors, columns, changes in material, and similar details shall be used to add visual interest.

(d) Door and/or Window Openings. For nonresidential uses at ground floor level, windows and doors or other openings shall comprise at least sixty percent (60%) of the length and at least forty percent (40%) of the area of the ground floor of the primary street facade. At least fifty percent (50%) of windows on the primary street facade shall have the lower sill within three (3) feet of grade.

For residential uses at ground level, a minimum of fifteen percent (15%) of the ground level of residential facades or side and rear facades not fronting a public street shall consist of windows and door openings. On upper stories, window or balcony openings shall occupy a minimum of fifteen percent (15%) of the upper-story wall area.

1. Glass on windows and doors shall be clear or slightly tinted, allowing views into and out of the interior. Spandrel glass that mimics the appearance of windows may be used for up to twenty percent (20%) of the required area of the openings. (Am. by ORD-13-00205, 12-10-13)
2. Displays may be placed within windows. Equipment within buildings shall be placed a minimum of five (5) feet behind windows. To preserve views, within three (3) feet of any window, not more than thirty percent (30%) of the view through the windows shall be blocked by merchandise, displays, shelving, or other obstructions.
3. Window shape, size and patterns shall emphasize the intended organization of the facade and the definition of the building.

(e) Equipment and Service Area Screening. If an outdoor storage, service or loading area is visible from adjacent residential uses or an abutting public street or public walkway, it shall be screened by a decorative fence, wall or screen of plant material at least six (6) feet in height. Fences and walls shall be architecturally compatible with the primary structure.

(f) Screening of Rooftop Equipment. All rooftop equipment, with the exception of solar and wind equipment, shall be screened from view from adjacent streets and public rights-of-way. Rooftop equipment shall be screened from view from adjacent buildings to the extent possible.

1. The equipment shall be within an enclosure. This structure shall be set back a distance of one and one-half (1½) times its height from any primary facade fronting a public street.
  - a. Screens shall be of durable, permanent materials (not including wood) that are compatible with the primary building materials.

- b. Screening shall be constructed to a height of at least one (1) foot above the height of the equipment.
- 2. Exterior mechanical equipment such as ductwork shall not be located on primary building facades.
- (g) **Materials.** Nonresidential or mixed-use buildings shall be constructed of durable, high-quality materials such as brick, stone, textured cast stone, or tinted masonry units. Table 28D-1 below lists allowable building materials. When applying these requirements, consideration shall be given to the use, amount, placement and relationship of each material as part of a comprehensive palette of building materials. All building facades visible from a public street or public walkway should employ materials and design features similar to or complementary to those of the front facade.

**Table 28D-1.**

Building Materials	Allowable for use as/at:				Standards (see footnotes)
	Trim/Accent Material	Top of Building	Middle of Building	Base/ Bottom of Building	
Brick (Face/Veneer)	✓	✓	✓	✓	
Smooth-Face/ Split-Face Block	✓	✓	✓	✓	A
Wood/ Wood Composite	✓	✓	✓		
Fiber-Cement Siding/ Panels	✓	✓	✓	✓	
Concrete Panels, Tilt-up or Precast	✓	✓	✓	✓	B
EIFS/ Synthetic Stucco	✓	✓			C
Stone/ Stone Veneer	✓	✓	✓	✓	
Metal Panels	✓	✓	✓	✓	D
Hand-Laid Stucco	✓	✓			C
Vinyl Siding	✓				E
Glass Curtain Wall System	✓	✓	✓	✓	
Reflective Glass/ Spandrel	✓				F
Glass (Storefront)	✓	✓	✓	✓	

A – Shall be used in conjunction with a palette of materials and shall not comprise more than 33% of any building wall adjacent to a public street or walkway.

B – Shall incorporate horizontal and vertical articulation and modulation, including but not limited to changes in color and texture, or as part of a palette of materials.

C – Shall not be within three feet of the ground or used in heavily trafficked pedestrian areas or where high pedestrian traffic is anticipated.

D – Shall be used in conjunction with a palette of materials; shall be a heavy gauge metal, and; shall be non-reflective.

E – Shall be used in limited quantities due to its limited durability.

F – Shall be used in limited quantities as an accent material.

(h) Compatibility with Traditional Buildings. (See Figure D5.)

New development shall relate to the design of traditional buildings adjacent to the site, where present, in scale and character. This can be achieved by maintaining similar, facade divisions, roof lines, rhythm and proportions of openings, building materials and colors. Historic architectural styles need not be replicated.



Figure D5: Compatibility with Traditional Buildings

(i) Building Alignment. (See Figure D6.)

Buildings shall be aligned with facades parallel with the street to create a well-defined street edge.



Figure D6: Building Alignment

(j) Building Articulation. (See Figure D7.)

Buildings shall have horizontal and vertical articulation, which may include dormers, cornice detailing, recesses and projections, setbacks of upper stories, changes in roof types and planes, building materials, and window patterns. The base of the building shall relate to the human scale, including doors and windows, texture, projections, awnings, canopies, and similar features.



Figure D7: Building Articulation

(k) Ground-Floor Residential Uses. (See Figure D8.)

Ground-floor residential uses fronting a public street or walkway, where present, shall be separated from the street by landscaping, steps, porches, grade changes, and low ornamental fences or walls in order to create a private yard area between the sidewalk and the front door.



Figure D8: Ground Floor Residential Uses

**28.061 MIXED-USE AND COMMERCIAL DISTRICTS USES.**

- (1) Table 28D-2 lists all permitted and conditional uses in the mixed-use and commercial districts.
  - (a) “P” means permitted in the districts where designated.
  - (b) “C” means allowed as conditional uses in the districts where designated, in compliance with all applicable standards.
  - (c) Uses indicated as “P/C” means permitted or conditional, depending on specific requirements in Supplemental Regulations, Subchapter 28J.
  - (d) “Y” means that there are specific requirements in Subchapter 28J associated with a use.
  - (e) “LMX” means Limited Mixed-Use District.
  - (f) “NMX” means Neighborhood Mixed-Use District.
  - (g) “TSS” means Traditional Shopping Street District.
  - (h) “MXC” means Mixed-Use Center District.
  - (i) “CC-T” means Commercial Corridor - Transitional District.
  - (j) “CC” means Commercial Center District.

**Table 28D-2.**

Mixed-Use and Commercial Districts							
	LMX	NMX	TSS	MXC	CC-T	CC	Supplemental Regulations
<b>Offices</b>							
Artist, photographer studio, etc.	P	P	P	P	P	P	
Insurance office, real estate office, sales office	P	P	P	P	P	P	
General office, professional office	P	P	P	P	P	P	
<b>Medical Facilities</b>							
Clinic - Health	C	P	P	P	P	P	
Hospital				C	C	C	Y
Medical laboratory				P	C	C	
Physical, occupational or massage therapy	P	P	P	P	P	P	
Veterinary clinic, animal hospital	C	P	P	P	P	P	Y
<b>Retail Sales and Services</b>							
Animal boarding facility, kennel, animal shelter					C	C	Y
Animal day care		C	C	C	C	P	Y
Animal grooming	C	P	P	P	P	P	
ATM	P	P	P	P	P	P	Y
Auction rooms			P	P	P	P	
Bank, financial institution	P	P	P	P	P	P	
Bicycle-sharing facility	P	P	P	P	P	P	Y
Building material sales		C	C	C	P	P	
Business sales and services	C	P	P	P	P	P	
Contractor’s business with showroom or workshop			C	C	P	P	Y
Dry cleaning plant, commercial laundry					P	P	
Farmers’ market	P	P/C	P	P	P	P	Y
Food and related goods sales	P	P	P	P	P	P	
Furniture and household goods sales	C	C	P	P	P	P	



<b>Mixed-Use and Commercial Districts</b>							
	<b>LMX</b>	<b>NMX</b>	<b>TSS</b>	<b>MXC</b>	<b>CC-T</b>	<b>CC</b>	<b>Supplemental Regulations</b>
Garden center		C	C	P	P	P	Y
General retail	P	P	P	P	P	P	
Greenhouse, nursery		C	C	P	P	P	Y
Laundromat, self-service		P	P	P	P	P	
Liquor store		P	P	P	P	P	
Mobile grocery store	P	P	P	P	P	P	Y
Mortuary, funeral home		P	P	P	P	P	
Non-accessory temporary outdoor events			C	C	C	C	Y
Package delivery service					P	P	
Payday loan business					C	C	Y
Photocopying	P	P	P	P	P	P	
Post office	P	P	P	P	P	P	
Service business	P	P	P	P	P	P	
Small appliance repair	P	P	P	P	P	P	
Small engine repair			C	C	C	C	
Sporting goods store, bait shop	P	P	P	P	P	P	
Tattoo shop		P	P	P	P	P	
Telecommunications center					P	P	
Tobacco shop		P	P	P	P	P	
<b>Food and Beverages</b>							
Brewpub		C	P	P	P	P	
Catering	C	C	P	P	P	P	
Coffee shop, tea house	P	P	P	P	P	P	
Nightclub	C	C	C	C	C	C	Y
Restaurant	C	P	P	P	P	P	
Restaurant-nightclub	P/C	P/C	P/C	P/C	P/C	P/C	Y
Restaurant-tavern	C	C	P	P	P	P	Y
Tavern		C	P	P	P	P	Y
<b>Commercial Recreation, Entertainment and Lodging</b>							
Bed and breakfast establishment	C	P	P	P	P	P	Y
Health/sports club	C	P	P	P	P	P	
Hostel		C	P	P	P	P	
Hotel, inn, motel		C	P	P	P	P	
Indoor recreation		C	C	C	P	P	Y
Lodge, private club, reception hall		P	P	P	P	P	Y
Outdoor recreation					C	C	Y
Stadiums, auditoriums, and arenas						C	
Theater, assembly hall, concert hall		C	P	P	P	P	
Tourist rooming house	P	P	P	P	P	P	Y

<b>Mixed-Use and Commercial Districts</b>							
	<b>LMX</b>	<b>NMX</b>	<b>TSS</b>	<b>MXC</b>	<b>CC-T</b>	<b>CC</b>	<b>Supplemental Regulations</b>
<b>Automobile Services</b>							
Auto body shop		C	C	C	C	C	Y
Auto repair station		C	C	C	C	C	Y
Auto sales and rental					P	P	Y
Auto service station, convenience store		C	C	C	C	C	Y
Car wash			C	C	C	C	Y
<b>Parking, Storage and Display Facilities</b>							
Parking facility, private		C	C	C	C	C	
Parking facility, public		P	P	P	P	P	
<b>Transportation</b>							
Bus or railroad passenger depot			C	P	P	P	
Railroad right-of-way		P	P	P	P	P	
Taxicab or limousine business					C		
Transit stop or station		P	P	P	P	P	
<b>Limited Production, Processing and Storage</b>							
Artisan workshop	P	P	P	P	P	P	
Bakery, wholesale					C	C	
Laboratory, research and development			C	C	C	C	
Limited production and processing					C	C	Y
Mail order house					C	C	
Printing and publishing		P	P	P	P	P	
Warehousing and storage						C	
Wholesale establishment				C	C	C	
<b>Residential - Family Living</b>							
Community living arrangement (>15 residents)			C		C		Y
Dwelling units in mixed-use buildings	P/C	P/C	P/C	P/C	P/C	C	Y
Live-work unit	P	P	P	P	P	P	Y
Multi-family dwelling (4 dwelling units)		P/C	C	P	C	C	
Multi-family dwelling (5-8 dwelling units)		C	C	P	C	C	
Multi-family dwelling (> 8 dwelling units)		C	C	C	C	C	Y
Residential building complex					C	C	Y
Single-family attached dwelling (3-8 dwelling units)		C	C	P	C	C	
Single-family attached dwelling (> 8 dwelling units)		C	C	P	C	C	
Single-family detached dwellings		P/C	P/C		P/C		Y

<b>Mixed-Use and Commercial Districts</b>							
	<b>LMX</b>	<b>NMX</b>	<b>TSS</b>	<b>MXC</b>	<b>CC-T</b>	<b>CC</b>	<b>Supplemental Regulations</b>
Three-family dwelling - three-unit		C	C		C		
Two-family dwelling - two unit		P/C	P/C		P/C		Y
Two-family dwelling - twin		P/C	P/C		P/C		Y
<b>Residential - Group Living</b>							
Adult family home		P/C	P/C		P/C		Y
Assisted living, congregate care, skilled nursing facility				C	C	C	Y
Cohousing community		P/C	P/C	P/C	P/C	P/C	Y
Community living arrangement (up to 8 residents)		P	P		P		Y
Community living arrangement (9-15 residents)		C	C		C		Y
Convent, monastery or similar residential group		P	P		P		Y
Daytime shelter		C	C	C	C	C	Y
Dormitory					C		Y
Housing cooperative		P/C	P/C		P/C		Y
Lodging house, fraternity or sorority					C		Y
Mission house		C	C	C	C	C	Y
<b>Civic and Institutional</b>							
Cemetery		C	C	C	C	C	
Community Event	P/C	P/C	P/C	P/C	P/C	P/C	Y
Counseling, community services organization		C	C		C		
Day care center	C	P	P	P	P	P	Y
Library, museum	C	P	P	P	P	P	
Parks and playgrounds	P	P	P	P	P	P	
Place of worship	P/C	P	P	P	P	P	Y
Public safety or service facilities	P	P	P	P	P	P	
Recreation, community, and neighborhood centers	C	P	P	P	P	P	
Schools, arts, technical or trade	C	C	P	P	P	P	Y
Schools, public and private	C	P	P	P	P	P	Y
<b>Agricultural Uses</b>							
Agriculture - Animal Husbandry		C	C	C	C	C	Y
Agriculture - Cultivation		C	C	C	C	C	Y
Community garden	P	P	P	P	P	P	
Market garden	C	C	C	C	C	C	Y

<b>Mixed-Use and Commercial Districts</b>							
	<b>LMX</b>	<b>NMX</b>	<b>TSS</b>	<b>MXC</b>	<b>CC-T</b>	<b>CC</b>	<b>Supplemental Regulations</b>
<b>Public Utility and Public Service Uses</b>							
Class 2 Collocations	P	P	P	P	P	P	
Electric power production and/or heating and cooling plant	C	C	C	C	C	C	
Electric substations	C	C	C	C	C	C	Y
Gas regulator stations, mixing and gate stations	C	C	C	C	C	C	Y
Radio Broadcast Service Facility	P	P	P	P	P	P	
Sewerage system lift stations	P/C	P/C	P/C	P/C	P/C	P/C	Y
Telecommunications towers, Class 1 Collocations, and transmission equipment buildings	P	P	P	P	P	P	
Water pumping stations, water reservoirs	C	C	C	C	C	C	Y
<b>Accessory Uses and Structures</b>							
Accessory building or structure	P/C	P/C	P/C	P/C	P/C	P/C	Y
Accessory dwelling unit	C	C	C		C		Y
Accessory retail alcohol sales	P	P	P	P	P	P	
Caretaker's dwelling (nonresidential uses)	C	C	C	C	C	C	Y
Composting	P	P	P	P	P	P	
Convent, monastery or similar residential group	P	P	P		P		Y
Day care center in school or religious institution	C	P	P	P	P	P	
Day care home, family	P/C	P/C	P/C	P/C	P/C		Y
Dependency living arrangements	P	P	P	P	P	P	
Emergency electric generator	C	C	C	C	C	C	Y
Home occupation	P/C	P/C	P/C	P/C	P/C	P/C	Y
Keeping of chickens	P	P	P	P	P		Y
Keeping of honeybees	P	P	P	P	P	P	Y
Lease of off-street parking facility accessory to nonresidential use to non-users of principal use		P	P	P	P	P	Y
Management office, restaurant, limited retail, recreation facilities within multi-family building			P	P	P	P	Y
Mission house	P	P	P	P	P	P	Y
Outdoor cooking operation	P/C	P/C	P/C	P/C	P/C	P/C	Y
Outdoor display		C	C	C	C	C	Y
Outdoor eating area associated with food & beverage establishment	C	C	C	P	C	P	Y
Outdoor recreation	P	P	P	P	P	P	
Outdoor storage			C	C	C	C	Y
Portable shelter mission			C				Y
Portable storage units	P	P	P	P	P	P	Y
Real estate sales office	P	P	P	P	P	P	Y
Solar energy systems	P	P	P	P	P	P	Y
Temporary buildings for storage of construction materials and equipment	P	P	P	P	P	P	Y

<b>Mixed-Use and Commercial Districts</b>							
	<b>LMX</b>	<b>NMX</b>	<b>TSS</b>	<b>MXC</b>	<b>CC-T</b>	<b>CC</b>	<b>Supplemental Regulations</b>
Temporary outdoor events		P/C	P/C	P/C	P/C	P/C	Y
Towing and wrecker service business		P	P	P	P	P	Y
Vehicle access sales and services windows				C	C	C	Y
Vending machines		P	P	P	P	P	Y
Walk-up service windows	C	P/C	P/C	P/C	P/C	P/C	Y
Wind energy systems	C	C	C	C	C	C	Y
Yard sales	P	P	P	P	P	P	Y

(Am. by ORD-13-00007, 1-15-13; ORD-13-00054, 4-24-13; ORD-13-00096, 1-3-13; ORD-13-00134, 8-14-13; ORD-13-00147, 9-11-13; ORD-13-00177 & ORD-13-00178, 10-23-13; ORD-13-00183 & ORD-13-00185, 11-5-13; ORD-13-00189, 11-26-13; ORD-14-00015, 1-29-14; ORD-14-00083, 4-16-14; ORD-14-00115, 7-11-14; ORD-14-00133, 8-13-14; ORD-14-00143, 9-12-14)

**28.066 MIXED USE CENTER (MXC) DISTRICT.**

- (1) Statement of Purpose.  
 The MXC District is established to encourage the development or redevelopment of mixed-use centers that combine new or existing retail development with a variety of housing, offices, studios, live-work space, civic buildings, and other complementary uses which combine to create a lively pedestrian-oriented environment. Typically, the MXC District would be established through a zoning map amendment from an existing commercial or industrial area. The district is also intended to:
  - (a) Encourage pedestrian, bicycle and transit use as a means of accessing and moving through mixed-use centers.
  - (b) Encourage appropriate transitions between higher-intensity uses within mixed-use centers and adjacent lower-density residential districts.
  - (c) Facilitate preservation, development or redevelopment consistent with the adopted goals objectives, policies, and recommendations of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.
  - (d) Encourage the development of mixed-use buildings.
- (2) Master Plan Required.  
 Establishment of an MXC District through a zoning map amendment shall require a master plan as part of the application process. The master plan shall demonstrate compliance with the requirements of this Section. A master plan may also be developed as part of a neighborhood or corridor plan. Master plan approval shall include the elements required for a General Development Plan in the Planned Development District.
- (3) Permitted and Conditional Uses.  
 See Table 28D-2 for a complete list of allowed uses within the mixed-use and commercial districts.
- (4) Dimensional Requirements.  
 Requirements represent minimums unless otherwise noted. Dimensions are in feet unless otherwise noted.

<b>Mixed-Use Center District</b>	
Front yard setback	See (a) below
Side yard setback: Where buildings abut residentially-zoned lots at side lot line.	Minimum side yard required in the adjacent residential district
Side yard setback: Where proposed buildings or abutting buildings have window openings in side wall(s) within 6 feet of lot line	One-story: 5 Two-story or higher: 6
Side yard setback: other cases (i.e., infill between party wall storefront buildings)	None unless needed for access
Rear yard setback	20% of lot depth, but no less than 20; 0 when adjacent to another MXC District when no residential uses in areas of adjacency
Maximum lot coverage	85%
Maximum height	5 stories / 68 See (d) below
Usable open space – residential only	160 sq. ft./unit

- (a) Front Yard Setback.
1. On perimeter streets, a minimum of fifty percent (50%) of the lot frontage on the primary abutting street shall be occupied by buildings placed within forty (40) feet of the street right-of-way and with front or side facades oriented to the street.
  2. On internal streets, a minimum of fifty percent (50%) of the lot frontage on internal streets shall be occupied by buildings placed within twenty-five (25) feet of the street right-of-way or sidewalk edge, and with front or side facades oriented to the street.
- (b) Exclusive Residential Use. Buildings with exclusively residential uses shall meet the Lot Area, Lot Width, and Side Yard Setback Requirements in the TR-V2 District, Sec. 28.047.
- (c) Rear or Side Yard Height Transitions to Residential Districts. Where the MXC District abuts a residential district at the rear or side lot line, building height at the rear or side yard setback line shall not exceed two (2) stories/twenty-five (25) feet. From this point, building height may increase at a ratio of one foot of rise to one foot of horizontal distance away from the property line (a 45° angle) up to the maximum allowed height. Transitions exceeding this height and/or ratio limitation require conditional use approval. (See Figure D12) (Am. by ORD-14-00131, 8-13-14)
- (d) Additional Height. Heights exceeding the maximum may be allowed as a conditional use.
- (5) Site Standards.  
The following standards are applicable to new buildings and additions exceeding fifty percent (50%) of original building's floor area.
- (a) Maximum Size. Buildings shall not exceed twenty-five thousand (25,000) square feet gross floor area for an individual establishment or forty thousand (40,000) square feet gross floor area for a mixed-use or multi-tenant building. Buildings exceeding this size may be allowed as conditional uses, meeting the standards governing large retail developments in Sec. 33.24, MGO.
  - (b) Buildings shall be oriented to the primary abutting street or to an internal street, court, walkway or plaza, where one is present.
  - (c) All building facades visible from a public street or public walkway shall employ materials and design features similar to or complementary to those of the front facade.
  - (d) At least twenty-five percent (25%) of the required parking shall be structured.
  - (e) For the Single-Family Attached, Small Multi-Family, Large Multi-Family and Courtyard Multi-Family Building Forms, parking shall be located behind or beside each building, below the building, or in a common parking court in the interior of a block.
  - (f) For all Building Forms other than (e) above, surface parking shall not be placed between the front or side facade of a building and the primary abutting street
  - (g) Surface parking shall be divided into separate modules no greater in size than one hundred (100) spaces; modules shall be separated by buildings, landscaped open space areas, internal streets or landscaped pedestrian pathways at least twenty (20) feet in width.

- (h) For Single-Family Attached, Small Multi-Family, Large Multi-Family, or Courtyard Multi-Family Building Forms, if parking is located on the side of the building, surface or structured parking shall occupy no more than twenty-five percent (25%) of the frontage along the primary abutting street. For Large Multi-Family Buildings, structured parking at ground level shall not be visible from the front facade of the building.
  - (i) For all Building Forms other than (h) above, parking abutting the primary street frontage shall be limited to forty percent (40%) of the total lot width.
  - (j) Parking buildings abutting any public street shall be designed with ground-floor retail or office uses fronting the primary street. Upper floors devoted solely to parking shall be stepped back from the principal facade and designed with materials and proportions similar to new commercial or mixed-use buildings.
- (6) Site Standards: New and Existing Development.
- (a) All business activities shall be conducted within completely enclosed buildings except:
    1. Off-street parking and off-street loading.
    2. Outdoor display and outdoor storage.
    3. Vending machines.
    4. Outdoor eating, cooking, and service areas associated with food and beverage establishments. (Am. by ORD-13-00178, 10-23-13)
    5. Bicycle-sharing facilities.
    6. Temporary outdoor events.
    7. Walk-up service windows.
    8. Agricultural activities.
    9. Vehicle access sales and service windows.
    10. Solar energy systems and wind energy systems.
    11. Yard sales.
    12. Auto service stations.
    13. Cemeteries.
    14. Composting.
    15. Outdoor recreation.
    16. Keeping of chickens and keeping of honeybees.
- (7) Internal Streets and Blocks.  
An internal system of streets, walkways, lanes and blocks is strongly encouraged on sites of five (5) acres or more, and may be required as a condition of approval for a master plan or for conditional uses.
- (8) Required Mix of Uses.  
On any development site larger than one (1) acre, new development must include uses from at least two (2) of the following categories:
- (a) Commercial uses, including retail, service and office uses
  - (b) Residential – family and group living categories
  - (c) Civic and institutional uses
- Any development site greater than five (5) acres in size must also include common open space designed and improved as a plaza, square or green, comprising a minimum of five percent (5%) of the development site.



**28.142 LANDSCAPING AND SCREENING REQUIREMENTS.**(1) Statement of Purpose.

The landscaping and screening requirements specified in this section are intended to:

- (a) Protect and restore the natural environment throughout the development process.
- (b) Reduce the negative environmental effects of development while fostering aesthetically pleasing development which will protect and enhance the appearance, character, health, safety and welfare of the community.
- (c) Reduce the “heat island” effect of impervious surfaces such as parking lots by cooling and shading the surface area.
- (d) Increase the compatibility of adjacent uses, by minimizing adverse impacts of noise, dust and other debris, motor vehicle headlight glare or other artificial light intrusions and other objectionable views, activities or impacts to adjacent or surrounding uses.
- (e) Enhance the environment for successful plant establishment and growth.
- (f) Enhance the green infrastructure of the city to help reduce air pollutants, create ambiance, mitigate the urban heat island effect and stormwater run-off issues.

(2) Applicability.

The following standards apply to all exterior construction and development activity, including the expansion of existing buildings, structures and parking lots, except the construction of detached single-family and two-family dwellings and their accessory structures. The entire development site must be brought up to compliance with this section unless all of the following conditions apply, in which case only the affected areas need to be brought up to compliance:

- (a) The area of site disturbance is less than ten percent (10%) of the entire development site during any ten-(10) year period.
- (b) Gross floor area is only increased by ten percent (10%) during any ten-(10) year period.
- (c) No demolition of a principal building is involved.
- (d) Any displaced landscaping elements must be replaced on the site and shown on a revised landscaping plan.

(3) Landscape Plan and Design Standards.

Landscape plans shall be submitted as a component of a site plan, where required, or as a component of applications for other actions, including zoning permits, where applicable. Landscape plans for zoning lots greater than ten thousand (10,000) square feet in size must be prepared by a registered landscape architect.

Overall composition and location of landscaped areas shall complement the scale of the development and its surroundings. In general, larger, well-placed contiguous planting areas shall be preferred to smaller, disconnected areas.

(a) Elements of the landscape plan shall include the following:

1. Plant list including common and Latin names, size and root condition (i.e. container or ball & burlap).
2. Site amenities, including bike racks, benches, trash receptacles, etc.
3. Storage areas including trash and loading.
4. Lighting (landscape, pedestrian or parking area).
5. Irrigation.
6. Hard surface materials.
7. Labeling of mulching, edging and curbing.
8. Areas of seeding or sodding.
9. Areas to remain undisturbed and limits of land disturbance.
10. Plants shall be depicted at their size at sixty percent (60%) of growth.
11. Existing trees eight (8) inches or more in diameter.
12. Site grading plan, including stormwater management, if applicable.

(b) Plant Selection. Plant materials provided in conformance with the provisions of this section shall be nursery quality and tolerant of individual site microclimates.

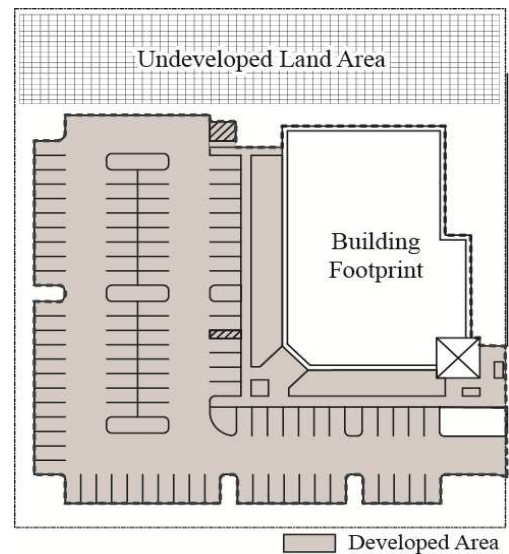
(c) Mulch shall consist of shredded bark, chipped wood or other organic material installed at a minimum depth of two (2) inches.

(4) Landscape Calculations and Distribution.

Required landscaped areas shall be calculated based upon the total developed area of the property. Developed area, for the purpose of this requirement, is defined as that area within a single contiguous boundary which is made up of structures, parking, driveways and docking/loading facilities, but excluding the area of any building footprint at grade, land designated for open space uses such as athletic fields, and undeveloped land area on the same zoning lot.

(a) Five (5) landscape points shall be provided for each three hundred (300) square feet of developed area. However,

1. For lots larger than five (5) acres, points shall be provided at five (5) points per three hundred (300) square feet for the first five (5) acres, and one (1) point per one hundred (100) square feet for all additional acres.



Figures I11: Developed Area for Calculating Landscape Requirements.

- 2. For the IL and IG districts, one (1) point shall be provided per one hundred (100) square feet.
- (b) Where required landscaping cannot be accommodated due to building placement on site, the Zoning Administrator may modify or waive the point requirements.
- (c) Landscape points are calculated as shown in the following table.

Plant type	Points	Minimum Size at Installation
Overstory deciduous tree	35	2½ inch caliper measured diameter at breast height (dbh) Minimum 12'-14' Hgt.
Tall Evergreen Tree (i.e. pine, spruce)	35	5-6 feet tall
Ornamental tree	15	1 1/2 inch caliper
Upright Evergreen shrub (i.e. arborvitae)	10	3-4 feet tall
Shrub, deciduous	3	#3 gallon container size Min. 12"-24"
Shrub, evergreen	4	#3 gallon container size Min. 12"-24"
Ornamental grasses/ perennials	2	#1 gallon container size Min. 8"-18"
Ornamental/decorative fencing or wall	4 per 10 ln. ft.	n/a
Existing significant specimen tree	14 per caliper inch dbh	Minimum size: 2 ½ inch caliper dbh Maximum points per tree: 200 *Trees must be within developed area and cannot comprise more than 40% (30%) of total required points
Landscape furniture for public seating and/or transit connections	5 points per "seat"	*Furniture be within developed area, publically accessible, and cannot comprise more than 5%of total required points

\*as determined by ANSI, ANLA--American standards for nursery stock. For each size, minimum plant sizes shall conform to the specifications as stated in the current American Standard for Nursery Stock.

- (d) Landscaping shall be distributed throughout the property along street frontages, within parking lot interiors, and as foundation plantings as specified in subsections (5) through (8) below, or as general site landscaping.
- (e) Planting beds or planted areas must have at least seventy-five percent (75%) vegetative cover mulched.
- (f) Canopy tree diversity requirements for new trees:
  - 1. If the development site has fewer than five (5) canopy trees, no tree diversity is required.
  - 2. If the development site has between five (5) and fifty (50) canopy trees, no single species may comprise more than thirty-three percent (33%) of trees.
  - 3. If the development site has more than fifty (50) canopy trees, no single species may comprise more than twenty percent (20%).
- (g) Not more than four (4) of any one species of canopy tree shall be used to meet a canopy tree requirement.

(5) Development Frontage Landscaping.

Landscaping and/or ornamental fencing shall be provided between buildings or parking areas and the adjacent street(s), except where buildings are placed at the sidewalk. Landscape material shall include a mix of plant material meeting the following minimum requirements:

- (a) One (1) overstory deciduous tree and five (5) shrubs shall be planted for each thirty (30) lineal feet of lot frontage. Two (2) ornamental trees or two (2) evergreen trees may be used in place of one (1) overstory deciduous tree.
- (b) In cases where building facades directly abut the sidewalk, required frontage landscaping shall be deducted from the required point total.
- (c) In cases where development frontage landscaping cannot be provided due to site constraints, the zoning administrator may waive the requirement or substitute alternative screening methods for the required landscaping.
- (d) Fencing shall be a minimum of three (3) feet in height, and shall be constructed of metal, masonry, stone or equivalent material. Chain link or temporary fencing is prohibited.

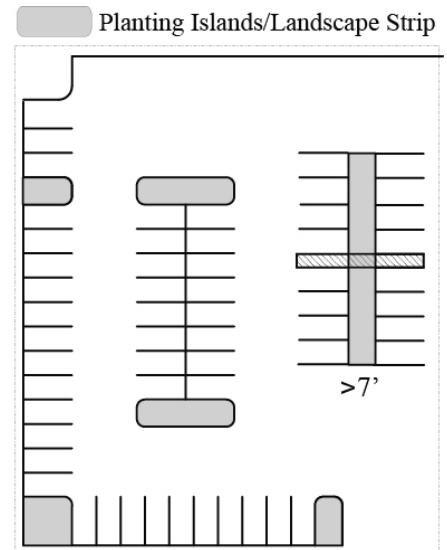


Figures I12-13: Development Frontage Landscaping Examples.

(6) Interior Parking Lot Landscaping.

The purpose of interior parking lot landscaping is to improve the appearance of parking lots, provide shade, and improve stormwater infiltration. All parking lots with twenty (20) or more parking spaces shall be landscaped in accordance with the following interior parking lot standards.

- (a) For new development on sites previously undeveloped or where all improvements have been removed, a minimum of eight percent (8%) of the asphalt or concrete area of the parking lot shall be devoted to interior planting islands, peninsulas, or landscaped strips. For changes to a developed site, a minimum of five percent (5%) of the asphalt or concrete area shall be interior planting islands, peninsulas, or landscaped strips. A planting island shall be located at least every twelve (12) contiguous stalls with no break or alternatively, landscaped strips at least seven (7) feet wide between parking bays.
- (b) The primary plant materials shall be shade trees with at least one (1) deciduous canopy tree for every one hundred sixty (160) square feet of required landscaped area. Two (2) ornamental deciduous trees may be substituted for one (1) canopy tree, but ornamental trees shall constitute no more than twenty-five percent (25%) of the required trees.



Figures I14: Interior Parking Lot Landscaping.

No light poles shall be located within the area of seventy-five percent (75%) of mature growth from the center of any tree.

- (c) Islands may be curbed or may be designed as uncurbed bio-retention areas as part of an approved low impact stormwater management design approved by the Director of Public Works. The ability to maintain these areas over time must be demonstrated. (See Chapter 37, Madison General Ordinances, Erosion and Stormwater Runoff Control.)



Figure I15: Interior Parking Lot Landscaping Example.

(7) Foundation Plantings.

Foundation plantings shall be installed along building facades, except where building facades directly abut the sidewalk, plaza, or other hardscape features. Foundation plantings shall consist primarily of shrubs, perennials, and native grasses. The Zoning Administrator may modify this requirement for development existing prior to the effective date of this ordinance, as long as improvements achieve an equivalent or greater level of landscaping for the site.



Figures I16: Interior Parking Lot Landscaping Example.

(8) Screening Along District Boundaries.

Screening shall be provided along side and rear property boundaries between commercial, mixed-use or industrial districts and residential districts. Screening shall consist of a solid wall, solid fence, or hedge with year-round foliage, between six (6) and eight (8) feet in height, except that within the front yard setback area, screening shall not exceed four (4) feet in height. Height of screening shall be measured from natural or approved grade. Berms and retaining walls shall not be used to increase grade relative to screening height. For conditional uses, the Plan Commission may modify these requirements.

(9) Screening of Other Site Elements.

The following site elements shall be screened in compatibility with the design elements, materials and colors used elsewhere on the site, as follows:

- (a) Refuse Disposal Areas. All developments, except single family and two family developments, shall provide a refuse disposal area. Such area shall be screened on four (4) sides (including a gate for access) by a solid, commercial-grade wood fence, wall, or equivalent material with a minimum height of six (6) feet and not greater than eight (8) feet.
- (b) Outdoor Storage Areas. Outdoor storage areas shall be screened from abutting residential uses with a building wall or solid, commercial-grade wood fence, wall, year-round hedge, or equivalent material, with a minimum height of six (6) feet and not greater than eight (8) feet. Screening along district boundaries, where present, may provide all or part of the required screening.
- (c) Loading Areas. Loading areas shall be screened from abutting residential uses and from street view to the extent feasible by a building wall or solid, commercial-grade wood fence, or equivalent material, with a minimum height of six (6) feet and not greater than eight (8) feet. Screening along district boundaries, where present, may provide all or part of the required screening.
- (d) Mechanical Equipment. All rooftop and ground level mechanical equipment and utilities shall be fully screened from view from any street or residential district, as viewed from six (6) feet above ground level. Screening may consist of a building wall or fence and/or landscaping as approved by the Zoning Administrator.

(Am. by ORD-14-00001, 1-14-14)

- (10) Maintenance.  
The owner of the premises is responsible for the watering, maintenance, repair and replacement of all landscaping, fences, and other landscape architectural features on the site. All planting beds shall be kept weed free. Plant material that has died shall be replaced no later than the upcoming June 1.
- (11) Fences, Walls and Hedges.  
Fences and hedges may be erected, placed, or maintained in any yard along or adjacent to a lot line in accordance with the requirements identified in this section. The owner shall be responsible for properly locating all property lines before construction or installation of any fence or hedge.
- (a) Height in Residential Districts.
1. The maximum height of a screening fence or screening hedge within required interior side and rear setbacks in a residential zoning district shall not exceed six (6) feet. An ornamental fence or ornamental hedge may exceed six (6) feet in height. A screening fence or screening hedge of up to eight (8) feet in height may be placed on a district boundary line between a residential district and a mixed-use, commercial or employment district, or where adjacent to a public utility or public service use.
  2. Screening fences around pools shall not exceed eight (8) feet.
  3. Screening fences within the building envelope shall not exceed eight (8) feet.
  4. The maximum height of a screening fence or screening hedge within a required front or street side yard setback shall not exceed four (4) feet, in height with the following exceptions:
    - a. A screening fence or screening hedge of up to six (6) feet in height may be placed within a street side yard setback behind the rear plane of the principal building.
    - b. The height of a screening fence or screening hedge within a street side yard setback may be increased to a maximum of six (6) feet in height if it is set back a minimum of four (4) feet from the street side yard property line.
  5. The maximum height of an ornamental fence located in a front yard is five (5) feet if the fence is less than fifty percent (50%) opaque, and six (6) feet if the fence is less than twenty percent (20%) opaque.
- (b) Height in Mixed-Use or Nonresidential Zoning Districts. The maximum height of a screening fence or screening hedge shall not exceed eight (8) feet except in required front or street side yard setbacks where the maximum height of a screening fence or screening hedge shall not exceed four (4) feet.
- (c) Height Measurement. Fence or hedge height shall be measured from natural or approved grade. In the case of grade separation, such as the division of properties by a retaining wall, fence or hedge height shall be determined based on measurement from the average point between highest and lowest grade. If the fence or hedge is set back from the retaining wall by a distance of at least four (4) feet, the height shall be measured from the base of the fence or hedge. Berms and retaining walls shall not be used to increase grade relative to screening height.
- (d) Fences or hedges shall comply with the vision clearance triangle requirements of Subsection 27.05(2)(bb).
- (e) Fences located in the front or street side yard setback areas must be made of materials such as wood, ornamental metal, brick, vinyl-coated chain link or stone. Uncoated chain link fences may be used in interior side or rear yards.
- (f) Temporary fencing, including the use of wood or plastic snow fences for the purposes of limiting snow drifting between November 1 and April 1, protection of excavation and

construction sites, and the protection of plants during grading and construction is permitted for a time period consistent with an approved building permit or up to one hundred eighty (180) consecutive days per calendar year.

(Sec. 28.142(11) Am. by ORD-14-00001, 1-14-14)

(Sec. 28.142 Am. by ORD-13-00148, 9-11-13)

# West Place

## Additional Design and Landscape Standards

### Statement of Purpose

As a development, West Place strives for authenticity. This is evident in the commercial presence of Phase One, which will include a variety of Wisconsin based restaurants, as well as in its architecture, which exhibits a kind of soft, approachable Midwestern modernism responding to its place in the community as well as the land itself.

Projects shall be evaluated according to their contribution to the wholeness of the development. A messy vitality is desired rather than a purity or perfection in form. This vitality will come from functions or activities that contribute to the making of a neighborhood, and from placement of those functions so they are directly accessible from the pedestrian realm. In addition, this vitality is expected to arise from artful use of architectural texture, detail, scale, materials and composition.

Future buildings should meet or exceed the quality of design and craft exhibited in Phase One, though they should not mimic them. Architecture should be original, and should show an evolution over time based upon experience gained, and upon improvements and alternative techniques in design and construction technology.

### Standards

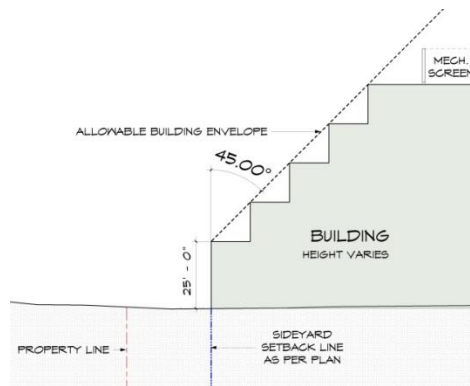
All current City of Madison form based design criteria which are cited in the General Provisions for Commercial and Mixed-Use Districts (Sec. 28.060, MGO), Mixed-Use Center District (Sec. 28.066, MGO) and Landscape and Screening Requirements (Sec. 28.142, MGO) shall apply. For design standards pursuant to the aforementioned zoning code sections, please refer to pages 6 - 27 of this document. In addition to the standards required in Sec.'s 28.060, 28.066, and 28.142 MGO, the following Additional West Place Design and Landscape Standards shall be utilized:

#### *Dimensional Requirements*

<b>West Place Mixed-Use Center District</b>	
Front yard setback	<p>On perimeter streets, a minimum of sixty percent (60%) of the lot frontage on the primary abutting street shall be occupied by buildings placed within forty (40) feet of the street right-of-way and with the front or side façades oriented to the street.</p> <p>On internal streets, a minimum of fifty (50%) of the lot frontage on internal streets shall be occupied by buildings placed within twenty-five (25) feet of the street right-of-way or sidewalk edge, and with the front or side façades oriented to the street.</p>
Side yard	None within West Place As approved on Master Plan
Side yard setback	<p>As approved on Master Plan</p> <p>30 feet from existing adjacent residential neighborhood to the west.</p>



Rear yard setback	As approved on Master Plan  30 feet from existing adjacent residential neighborhood to the west.
Maximum lot coverage	85%
Maximum height	Six (6) stories
Rear and side yard height transitions to residential districts	Where West Place abuts a residential district at the rear or side lot line, building height at the rear or side yard setback line shall not exceed two (2) stories/twenty-five (25) feet. From this point, building height may increase at a ratio of one foot of rise to one foot of horizontal distance away from the property line (a 45 degree angle) up to the maximum allowed height. Transitions exceeding this height and/or ratio limitation require conditional use approval. See diagram below
Usable open space	40 sq. ft./residential dwelling unit



#### Rear and Side Yard Transition Adjacent to Residential Neighborhoods

1. The design standards included in Sec. 28.060 shall apply to buildings located on private streets.
2. HVAC screening, in addition to screening of roof top units as required by Sec. 28.060(f), MGO, certain grills, louvers, vents, etc. must be screened or otherwise architecturally integrated into the design. All grills, louvers, vents, etc. which face toward a surrounding street, including private streets within the development, shall be organized in a manner that either incorporates them into the overall architectural design of the building, or shall be screened from view. As their function is primarily to exchange air between inside the building and outside, it will not be required to fully conceal them. Screening in this sense shall allow them to be organized behind a permeable surface that disguises their appearance. Small penetrations such as dryer vents shall be organized, but need not be screened.
3. Non-residential and mixed-use buildings shall be constructed of durable, high-quality materials as required by Sec. 28.060(2)(g), Table 28D-1 on page 9 of this document. The following materials **are not permitted**:
  - a. Large (36" x 36"), undifferentiated, flat, planer material finishes except for structural elements. This shall include, but not be limited to, fiber cement panels as an example of a currently used material.
  - b. Vinyl siding

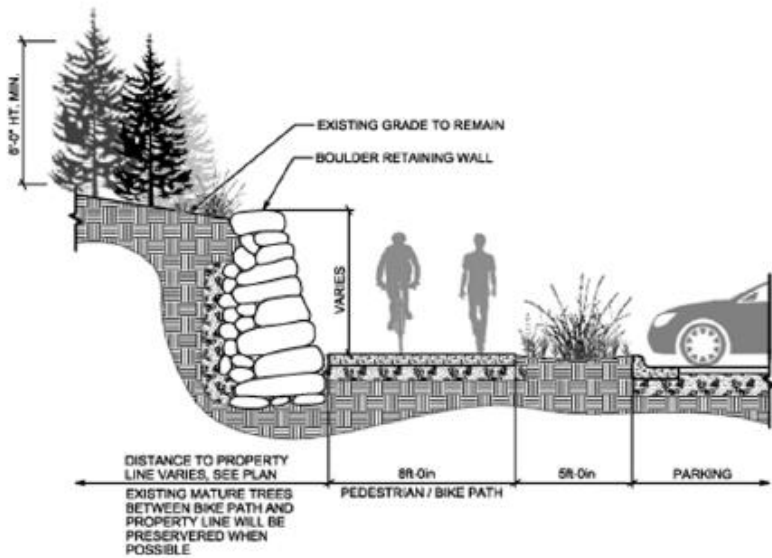
4. Estimated Future Open Space
  - a. Based on the lot coverage requirement of 85%, the open space requirement is 15%.
  - b. The open space by phase and in total is indicated in the table below. Except for Phase One, all calculations are estimated based on the current master plan. As the master plan develops in response to future tenant and developer needs, these estimates are subject to change.

Table Three – Estimated Open Space

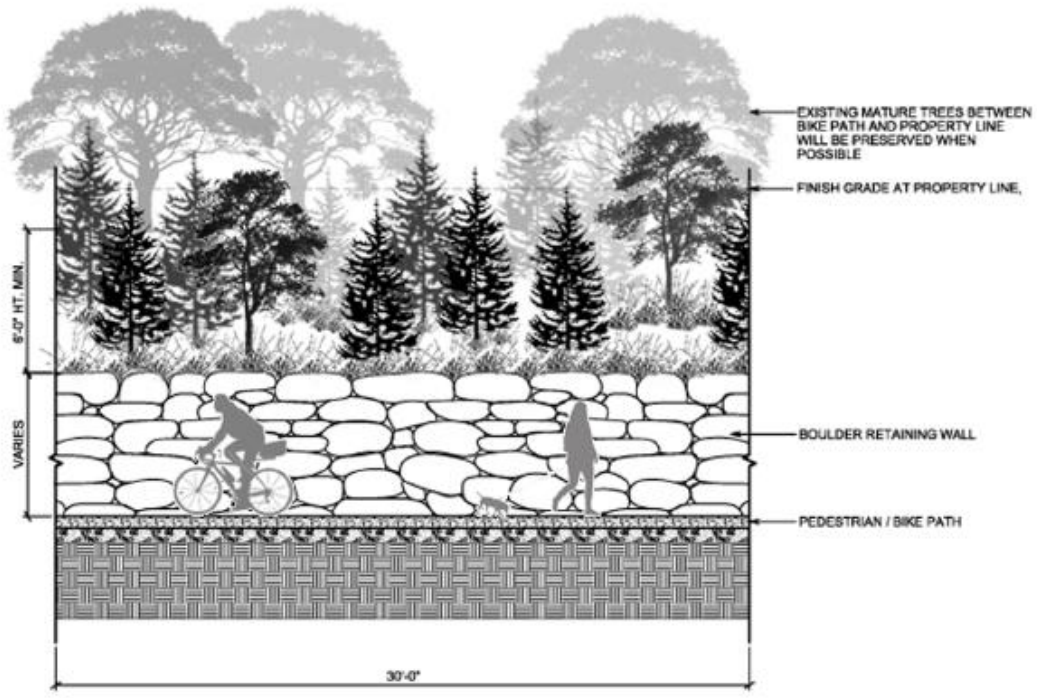
Open Space as Illustrated on Master Plan		
Phase	Total Lot Area	Estimated Open Space (%)
1	324,503 sf	59,090 sf (18.2%)
2A	118,102 sf	42,410 sf (35.9%)
2B	112,129 sf	28,525 sf (25.4%)
3	122,242 sf	33,748 sf (27.6%)
4	279,292 sf	110,320 sf (39.4%)
5	58,839 sf	9,048 sf (15.3%)
<b>Total</b>	<b>1,015,107 sf</b>	<b>283,141 sf (27.85%)</b>

- c. Future phases shall refer to Sec. 28.066(10)(b), MGO when calculating the required **useable open space**.
5. All adjacent residential neighborhoods off property to the west shall be buffered using a combination of evergreen and deciduous planting. The intent of the buffer is to mitigate noise and light and to provide privacy.
  - a. At the time of installation, the landscape buffer for adjacent residential neighborhoods off property shall achieve 75% opaqueness to a height of 6'-0" continuous at the property line the full length of the adjacent residential neighborhood. The landscape buffer shall, at a minimum, maintain 75% opaqueness to a height of 6'-0" year round.
  - b. Side Yard Landscape Diagram along Tamarack can be found on the following page.
  - c. Landscape buffer will be implemented upon the development of parcels adjacent to the residential neighborhood.

Note: Not to scale



1 RETAINING WALL / LANDSCAPE BUFFER SECTION



2 RETAINING WALL / LANDSCAPE BUFFER ELEVATION



## **Design and Landscape Guidelines**

The following guidelines are intended to guide the DRB in its evaluation and approval of future phases including new construction, additions, and alterations to existing buildings.

### Design

#### *Composition*

1. There shall be manipulation of scale in building masses, openings, and forms that are appropriate to setting and orientation. Specifically prohibited are large undifferentiated forms that do not address neighborhood context.
2. Composition of forms, massing, and materials shall be appropriate to the building function, yet varied to provide interest to adjacent public/pedestrian realms. Variety in composition is encouraged, though shall not be arbitrary.
3. Placement of buildings shall be designed to define and embrace the public realm including plaza's, gardens, green space, and the streetscape
4. There shall be development of detail based upon architectural function and from the joinery of disparate materials.
5. Decoration, if used, shall be derived from creative reinforcement of a discernible underlying idea.
6. Designs shall not gratuitously copy historical design idioms. Where period designs are used, they shall be built using authentic period construction with exceptions permitted in the interest of energy efficiency and weather-ability.

#### *Materials*

1. There shall be texture in materials that is discernible to the eye and appropriate to use and location.
2. Material and color selection shall be used that favors products and finishes in their natural state, and shall not be artificially representative of other materials
3. All building facades visible from a private street or private walkway should employ materials and design features similar to or complementary to those of the front façade.
4. New materials, not listed here, shall be considered in accordance with the intent of the Design Standards and on the merits of the material and its proposed application. The Design Review Board shall have authority over this evaluation. New materials will be approved by a majority vote.

### Landscape

The landscape design for this development emphasizes three themes:

1. Sustainability
2. Diversity and detail
3. Urban infill

#### *Sustainability*

1. West Place has elected to display storm water best management practices, i.e. rain gardens, bioretention basins, overland conveyance of storm water, intensive green roof plantings, etc. These measures offer

opportunities to integrate these solutions as attractive landscape enhancements to the development. Future projects will strive to continue the display of storm water management practices in similar manner. Educational signage will be provided per the approved signage plan.

2. West Place is a Southcentral Wisconsin development and strives to be reflective of its location. Future projects will use native species, and cultivated varieties and selections of native species as a major proportion in the plant palettes.

#### *Diversity and Detail*

1. The architecture for West Place will vary within general limits depending on use. Planting designs should work in conjunction with the nature of the building, building materials, building use, and its relationship to the streetscape and surrounding open spaces.
2. A wider diversity of native species throughout the plant palette is encouraged.
3. Attention to seasonal interest, wildlife habitat and floral display is encouraged.

#### *Urban Infill*

1. West Place is a more urban (as opposed to suburban) land development pattern. As such, spaces are compact.
2. West Place is a place of commerce. Visibility to building entrances, signs, and circulation is important for the vitality of businesses and for the safety of residents, visitors and employees.
3. Shade trees are preferred over ornamental scale trees to maximize space and visibility at the pedestrian level.

**INSERT WEST PLACE SIGNAGE REQUIREMENTS UPON APPROVAL BY UDC**