ACKNOWLEDGMENTS

CITY OF MADISON
David J. Cieslewicz, Mayor
Jeanne Hoffman, Mayor’s Assistant
Mark A. Olinger, Director, Department of Planning and Development
Bradley J. Murphy, Director Planning Unit
William Fruhling, Principal Planner, Planning Unit
Archie Nicolette, Planner II, Planning Unit-Project Manager

PARK STREET PARTNERS
Ben Kadel, Co-Chair, Bay Creek Neighborhood resident
Rick Flowers, Co-Chair, Business owner and Bram’s Addition neighborhood resident
Jean Nielsen, South Metropolitan Planning Council
Barbara Feeney, Wisconsin Department of Transportation
Hickory Hurie, City of Madison
Jim Garner, South Metropolitan Business Association
Jodi Wortsman, South Metropolitan Planning Council
Lamar Billups, University of Wisconsin
Lori Kay, University of Wisconsin
Matt Sloan, Alder, District 13
Melissa Huggins, Bay Creek Neighborhood resident
Mike Flynn, South Metropolitan Business Association
Rick Rose, Town of Madison
Shareen Martin, St. Marys Hospital
Todd Van Fossen, Meriter Hospital
Susan Fox, South Metropolitan Planning Council
Bob Stofs, Madison Gas and Electric
Margaret Nellis, South Metropolitan Planning Council

PARK STREET DESIGN GUIDELINES SUBCOMMITTEE
Shareen Martin, SSM Health Care of Wisconsin (St. Marys Hospital)
Michael Flynn, South Metropolitan Business Association
Lindsey Lee, Owner, Cargo Coffee
Brian Osborne, South Metropolitan Planning Council
Sindhu Raju, Property Owner and Bay Creek Neighborhood resident
Dave Koeshall, Formerly of Adams Outdoor Advertising
Archie Nicolette, City of Madison Planning & Development
Steve Steinhoff, Dane County Executive Office
Tim Anderson, Schreiber/Anderson Associates
James LaGro, Jr., U.W. Madison Department of Urban and Regional Planning

PARK STREET PARTNERS COMMUNICATION SUBCOMMITTEE
Jodi Wortsman, South Metropolitan Planning Council
Susan Fox, South Metropolitan Planning Council
Jean Nielsen, South Metropolitan Planning Council
Steve Sparks, St. Marys Hospital
Todd Van Fossen, Meriter Hospital
Ariel Kaufman, University of Wisconsin
Bob Stofs, Madison Gas and Electric

UNIVERSITY OF WISCONSIN-DEPARTMENT OF URBAN AND REGIONAL PLANNING (URPL)
Professor James LaGro, Jr. and Students from the Following Classes:
URPL 601-Spring 2002
LA 261-Fall 2002
URPL 601-Spring 2003

FUNDING
Funding for the Park Street Design Guidelines was provided through a City of
Madison Neighborhood Planning Grant, a grant from the MG & E
Foundation, and financial and in-kind donations from the South
Metropolitan Planning Council, the South Metropolitan Business Association,
the University of Wisconsin, St. Marys Hospital, Meriter Hospital, Dean
Health System, Cargo Coffee and Schreiber/Anderson Associates.

Financial contributions were also provided by the following businesses:
Wisconsin Management, Open Pantry, Gorman and Company, Madison
Newspapers, American TV, Park Bank, George’s Flowers, Electric
Construction Inc., Dane County Credit Union, J& K Lock, Ideal Body Shop,
Ahrens Cadillac-Olds, and Wegner CPAs
Dear Community Member:

We offer to you these design guidelines and thank you for being an important partner in our Southside community.

A Park Street that connects neighborhoods, invites walking, promotes all types of transportation, attracts customers to area businesses, and positively reflects the diverse and vibrant local community—that is the vision.

Work towards this vision began in 2000 when interest expressed by Southside community members, neighborhood associations, business owners, the South Metropolitan Business Association, and others convinced the South Metropolitan Planning Council (SMPC) that the time was right to work on planning for Park Street. The SMPC formed a broadly-representative steering committee, received funding from the City of Madison, and hired consultants to assist the community in development of a vision for this corridor. During 2000 and 2001, this steering committee held several community forums; reviewed past plans for South Madison; and interviewed residents, business owners, municipal staff and officials, and others regarding their vision for Park Street, described in Park Street Revitalization: Possibilities to Reality. To coordinate activities and facilitate communication among the organizations working towards the revitalization of Park Street, the organization, Park Street Partners (PSP), was formed.

One of Park Street Partners’ first projects was to develop these urban design guidelines. Thanks to funding from a City of Madison neighborhood planning grant matched dollar-for-dollar by Southside business donations, plus donated faculty and student resources from the University of Wisconsin, we worked with the Southside businesses and residents to develop guidelines that discuss the relationship of the buildings to the streetscape and each other, landscaping, signs, color of buildings, width of walkways, bus lanes, bicycle lanes, and parking. Our belief is that understandable and locally-generated and -accepted guidelines assist business and property owners and developers in making good property design investment decisions that complement the values of the Park Street community, increase property values, expand synergy among businesses, and attract more businesses and customers to the area because of improved accessibility, a safer environment, and stronger identity and appeal.

We hope that you find this urban design document useful and informative. The Park Street Partners is here to support you during this process.

Sincerely,

Ben Kadel & Rick Flowers  
Co-Chairs, Park Street Partners

The people who live, work and do business on and near Park Street, supported by City of Madison, Dane County, Madison Gas and Electric, Meriter Hospital, St. Marys Hospital Medical Center, Dean Health System, South Metropolitan Business Association, South Metropolitan Planning Council, Wisconsin Department of Transportation, Town of Madison, and University of Wisconsin.
It is the mission of the South Metropolitan Business Association (S MBA) to promote and improve the business environment in the Cities of Madison and Fitchburg and the Town of Madison by encouraging well planned, high quality and balanced commercial and residential development and economic growth.

The SMBA believes that the Urban Design Guidelines plan developed for Park Street is an important initial step that will guide and support well planned, high quality redevelopment along the Park Street corridor. In addition to promoting an energized and vibrant appearance to property on Park Street, the plan also addresses and promotes public safety and service improvements that will benefit the neighborhoods and residents that rely on this important street and the businesses that are located there. The guidelines also respect and allow for the unique architectural expression of the varied ethnic groups that make South Madison a place treasured by the people that live and work there.

The Urban Design Guidelines and related initiatives will contribute to Park Street becoming a vibrant and unique gateway to the City of Madison.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CHAPTER 1: INTRODUCTION</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER 2: URBAN DESIGN GUIDELINES FOR PRIVATE PROPERTY IMPROVEMENTS</td>
<td>6</td>
</tr>
<tr>
<td>I. PRINCIPLES AND ORGANIZATION</td>
<td>6</td>
</tr>
<tr>
<td>A. Urban Design Principles</td>
<td>6</td>
</tr>
<tr>
<td>B. Park Street Character</td>
<td>8</td>
</tr>
<tr>
<td>C. Organization of Design Guidelines</td>
<td>10</td>
</tr>
<tr>
<td>II. GENERAL DESIGN GUIDELINES</td>
<td>11</td>
</tr>
<tr>
<td>A. Blockface Design</td>
<td>11</td>
</tr>
<tr>
<td>B. Site Design</td>
<td>11</td>
</tr>
<tr>
<td>C. Building Design</td>
<td>12</td>
</tr>
<tr>
<td>D. Building Height</td>
<td>13</td>
</tr>
<tr>
<td>E. Property Maintenance</td>
<td>13</td>
</tr>
<tr>
<td>III. SPECIFIC DESIGN GUIDELINES</td>
<td>14</td>
</tr>
<tr>
<td>A. Blockface Design</td>
<td>14</td>
</tr>
<tr>
<td>B. Site Design</td>
<td>16</td>
</tr>
<tr>
<td>C. Building Design</td>
<td>19</td>
</tr>
<tr>
<td>D. Signage Design</td>
<td>22</td>
</tr>
<tr>
<td>E. Special Conditions</td>
<td>24</td>
</tr>
<tr>
<td>IV. DESIGN REVIEW AND APPROVAL</td>
<td>27</td>
</tr>
<tr>
<td>V. GLOSSARY OF TERMS</td>
<td>28</td>
</tr>
<tr>
<td>CHAPTER 3: DESIGN GUIDELINES FOR PUBLIC STREETSCAPE IMPROVEMENTS</td>
<td>30</td>
</tr>
<tr>
<td>I. STREET DESIGN</td>
<td>31</td>
</tr>
<tr>
<td>II. STREETSCAPE AMENITIES</td>
<td>35</td>
</tr>
<tr>
<td>III. PUBLIC SPACES</td>
<td>39</td>
</tr>
<tr>
<td>IV. ENTRANCES &amp; GATEWAYS</td>
<td>40</td>
</tr>
<tr>
<td>V. WAYFINDING AND REGULATORY SIGNAGE</td>
<td>41</td>
</tr>
<tr>
<td>CONCLUSION</td>
<td>42</td>
</tr>
<tr>
<td>APPENDIX 1: ADOPTING RESOLUTION</td>
<td></td>
</tr>
</tbody>
</table>

PARK STREET DESIGN GUIDELINES
**CHAPTER 1: INTRODUCTION**

Development of the Park Street Urban Design Guidelines is a joint project of the City of Madison and the Park Street Partners. It is part of a coordinated effort to revitalize the Park Street corridor and South Madison. The study area for the Park Street Design Guidelines includes all properties fronting on Park Street between the Beltline Highway on the south and Regent Street on the north.

This aerial view shows the Park Street corridor and South Madison Neighborhood area. The Beltline highway is at the bottom of the photo and the University of Wisconsin and Downtown Madison are at the top of the photo.
The Park Street Urban Design Guidelines include guidelines for private property improvements and public streetscape design. The purpose of these design guidelines is to provide clear direction for how property owners, both public and private, can make improvements to their properties to collectively improve the visual character and safety of Park Street. When applied, these guidelines will ensure against fragmented or incompatible development and will help prevent the visual and functional impact of uncoordinated design decisions.

The Park Street Design Guidelines will accomplish the following goals:

**GATEWAY:**
*Improve the visual character of the Park Street corridor to reflect its role as one of the major entrances to the City of Madison, the University of Wisconsin and the State Capitol.*

**MAIN STREET:**
*Design a visually pleasing, safe, and socially stimulating “Main Street” for the Southside.*

**BUSINESS DISTRICT:**
*Improve the destination appeal, identity and long-term economic vitality of the Park Street Business District.*

**AFFORDABILITY:**
*Allow for self-expression, innovation, diversity and affordability in private property improvements to create an overall attractive appearance for the Park Street corridor.*

**MULTI-CULTURAL:**
*Celebrate the multi-cultural and international character of the Park Street corridor.*

**BICYCLE AND PEDESTRIAN:**
*Make the street more pedestrian and bicycle friendly.*

There are many benefits that can be derived from the implementation of these design guidelines. Benefits for the property owner include maintaining and enhancing property values, attracting tenants and customers and improving the use of buildings and sites. Design guidelines inform property owners and developers of the projects the neighborhood, business community, and policy makers can support. The process of getting projects approved will be more predictable and efficient.

Benefits to the community include improved accessibility, a safer environment, and a greater sense of community image and pride.
“One thing that will come out of this revitalization effort is the transformation of Park Street into a ‘main street’ that attracts and retains businesses, meets the demands of local residents and is a destination for people to come to do business in a friendly environment that builds on the strengths and many cultures of the Southside Community.”

-Jim Garner, Park Street Partners

“Park Street is the most lively and diverse thoroughfare in the City.”

-Lindsey Lee, Owner, Cargo Coffee, 1309 S. Park St.

“Revitalization is essential in order to build Park Street into a gathering place for folks who live on the Southside to work in local businesses, to shop and to meet neighbors.”

-District 13 Alderperson, Matt Sloan

“Park Street is the heart of South Madison. Even though it is not heavily residential, it is a connection to numerous residential neighborhoods. The way Park Street looks affects how residents feel about their neighborhood and what the rest of Madison thinks about the Southside.”

-Chris Wagner, Librarian, South Madison Public Library and resident of the Bay Creek Neighborhood

**Description of the Park Street Corridor**

South Madison is one of the most diverse areas in Madison. Park Street is the “Main Street” for the Southside that connects many culturally rich neighborhoods and an emerging international shopping experience made up of African-American, Southeast Asian and Latino-owned businesses. Today the revitalization effort focused on Park Street has created new interest in the street and its potential. More and more people are viewing Park Street as a place to live, work, shop and do business. While these are assets to build on, there are also many opportunities for improvement.

- Although Park Street is a major gateway into the Southside neighborhoods as well as the University of Wisconsin-Madison and Downtown Madison, it lacks a coherent visual character. Land uses along the street are varied, ranging from industrial uses to neighborhood-oriented businesses.

- The West Beltline Highway on the south, two railroad corridors, and Fish Hatchery Road are barriers that limit connections within South Madison and isolate South Madison neighborhoods from the rest of the community.

- South Madison neighborhoods lack full connectivity for pedestrian, bicycles and vehicles to Park Street and other parts of Madison.

- In a community that relies heavily on walking and transit as the major means of transportation, both the volume and speed of traffic and the design of the street make Park Street difficult to cross safely for many pedestrians.

- South Madison and the Park Street corridor are perceived by many unfamiliar with the area as unsafe. This perception influences the type of businesses and customers that the community is able to successfully attract to Park Street.

- Park Street is a long commercial strip without nodes of residential or other uses that break the street into unique districts.

- A large majority of the built-up structures along Park Street are low density, with large parking lots, and one-story buildings. There is potential for infill redevelopment on numerous sites.
Summary of the Park Street Urban Design Guidelines Process

In 1999, the South Metropolitan Planning Council (SMPC) was established as a coalition of neighborhood and business associations with the goal of improving the quality of life of the Southside for residents and businesses. SMPC identified Park Street as one of its first initiatives.

In 2000, SMPC hired City Vision Associates, a collaboration of two Madison-based planning and design firms, Schreiber/Anderson Associates, Inc. and Vandewalle and Associates, Inc., to prepare an opportunity analysis for the Park Street corridor. The outcome of this analysis was the Park Street Possibilities to Reality study, completed in 2001. This document laid out a community-generated vision for the Park Street corridor with general guidelines for land use, transportation, urban design and community linkages to ensure the future economic viability and vitality of the corridor. The following vision statement was adopted to guide the Park Street revitalization process:

Park Street will be a visually appealing and socially stimulating corridor by increasing economic vitality, providing safe access through multi-modal travel, and capitalizing on the area’s rich ethnic diversity through partnerships with the surrounding neighborhoods, business association, University of Wisconsin, City of Madison and the Community.

In 2001, the Park Street Partners (PSP) was created to lead the revitalization effort for Park Street as laid out in the Park Street Possibilities to Reality document. Preparation of the Park Street Design Guidelines was one of the priority projects established by the Park Street Partners.

The Park Street Urban Design Guidelines document was prepared through a collaboration between The Park Street Partners, the City of Madison, the University of Wisconsin Departments of Landscape Architecture and Urban and Regional Planning under the direction of Professor James LaGro and Schreiber/Anderson Associates, who were hired to assist in the design guidelines preparation and the public involvement process. The Park Street Partners formed a design guidelines subcommittee to oversee and coordinate the work of this project. A communications subcommittee was also formed to ensure that the public was involved throughout the preparation of the guidelines.

The preparation of the Park Street Design Guidelines involved an extensive public input process that included three community forums, several focus groups with business owners, outreach efforts with the Latino, Southeast Asian and African-American communities, presentations to the South Metropolitan Business Association and local service clubs, and regular articles published in the Southside newspaper, Southern Exposure.
The South Madison Neighborhood Plan

The Park Street Design Guidelines project was prepared concurrently with the City of Madison’s preparation of the South Madison Neighborhood Plan. Each year the City identifies a neighborhood area to devote City resources to complete a comprehensive plan, typically a census tract. The South Madison Neighborhood Plan, which includes much of the Park Street corridor within its study area, addresses land use, housing, redevelopment, transportation and open space goals that build on the recommendations of the Park Street Possibilities to Reality document. The planning process is guided by a mayorally appointed and Council approved Neighborhood Steering Committee representing the four neighborhood associations and business community.

The South Madison Neighborhood planning area boundaries are the Beltline Highway, Fish Hatchery Road to Vilas Street over to Monona Bay and John Nolen Drive. Early on, the Committee expressed the importance of Park Street as the main street running through the middle of their neighborhoods and recognized that the key to improving the whole neighborhood would be through the careful redevelopment of strategic sites along South Park Street.

The major recommendations in the South Madison Neighborhood Plan for Park Street are to redevelop two major nodes: the Villager/Comstock site off the West Beltline Highway and the Wingra/Park Street/Fish Hatchery site in the middle of the study area. The Plan also recommends that the City of Madison adopt the Park Street Design Guidelines and create an Urban Design District for the Park Street corridor to implement the guidelines. This coincides with the neighborhood plan’s desired goal to improve the appearance and quality of Park Street.

The Design Guidelines Subcommittee of the Park Street Partners included a City staff representative from the South Madison neighborhood planning process. The representative’s responsibilities involved coordination of the design guidelines and neighborhood plan projects. The neighborhood plan provided a comprehensive framework for making design guidelines recommendations to strengthen the Park Street Corridor.