

**PARK STREET CORRIDOR:
MAIN STREET FOR THE SOUTHSIDE**



URBAN DESIGN GUIDELINES

**For Private Property Improvements
and Public Streetscape Design**

A Joint Project of the Park Street Partners and the City of Madison

**Prepared by Schreiber/Anderson Associates and the University of Wisconsin
Departments of Urban and Regional Planning and Landscape Architecture**

March 30, 2004

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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.

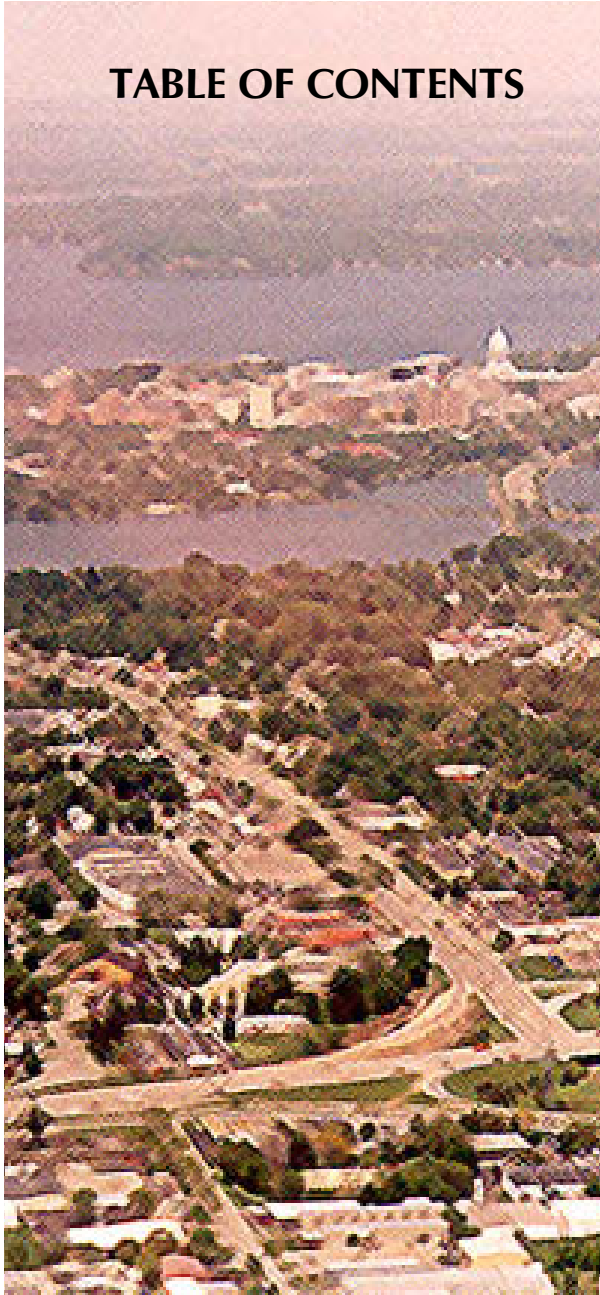


It is the mission of the South Metropolitan Business Association (SMBA) to promote and improve the business environment in the Cities of Madison and Fitchburg and the Town of Madison by encouraging well planned, high quality and balanced commercial and residential development and economic growth.

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.

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Park Street Partners

The Park Street Partners, an organization of public and private stakeholder groups committed to the revitalization of Park Street, include the City of Madison, University of Wisconsin, South Metropolitan Planning Council, South Metropolitan Business Association, local medical institutions, Town of Madison, Dane County, the Wisconsin Department of Transportation, Madison Gas and Electric and the Park Street Neighborhoods.

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.

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.





Madison Metro South Transfer Station.



Cargo Coffee, 1309 S. Park Street



La Hacienda, 515 S. Park Street

New civic architecture like the South Transfer Station and new businesses like Cargo Coffee, and La Hacienda have enhanced the design character and business mix of Park Street.

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.



The preparation of the Park Street Design Guidelines involved an extensive public input process.

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.



La Hacienda is a good example of a new building designed in an urban form with high quality materials, a well-defined entrance, pedestrian areas related to the public sidewalk and details that express a cultural identity.

CHAPTER 2:

DESIGN GUIDELINES FOR PRIVATE PROPERTY IMPROVEMENTS

I. PRINCIPLES AND ORGANIZATION

The intent of these guidelines is to provide design direction for the exterior improvement of private property along Park Street including renovations and additions to existing properties and new construction. All buildings except for residential buildings of four units or less are covered by these guidelines.

The goal for these guidelines is not to create a uniform “style” or character for the street, but rather to allow Park Street to evolve as a distinctive place that builds on the strengths of its culturally diverse businesses and neighborhoods. The desired outcome of well-designed private property improvements, combined with well-designed public street improvements described in Chapter 3, will be a safe, attractive, pedestrian-friendly and economically vibrant “Main Street” for the Southside.

A. URBAN DESIGN PRINCIPLES

The urban design principles embodied in the Park Street Design Guidelines are not new. Based on the key elements of historic downtowns, these principles underpin the design of some of the most popular and economically viable urban commercial business districts in the United States. Walkable streets, human-scaled architecture, public spaces, street furnishings, and landscaping are common design features that make these places attractive places to shop, work, and live.

The Park Street Design Guidelines are based on the following urban design principles:

Land Use

A mix of uses that encourage pedestrian activity and express the street’s cultural identity including retail, restaurants, residential, offices, service businesses, civic uses and public open spaces are encouraged.

Buildings

Buildings are at least two stories high to give scale to the street with ground floor retail/commercial and upper floor residential and office uses. Buildings are located closer to the street to create a sense of enclosure for the public sidewalk. Building setbacks provide space for amenities that enhance pedestrian activity along the street.

Parking

Parking lots are located on the sides and rears of buildings and are shared by two or more businesses.

Walkability

Sidewalks/Terrace areas are a minimum of 10 feet wide with a six foot wide unobstructed sidewalk zone and minimum four feet wide terrace next to the public street. Street furnishings are provided in the terrace to enhance the pedestrian character and use of the street including pedestrian scale lighting, benches, bicycle racks, information kiosks, etc. Crosswalks are clearly marked and include pedestrian refuge islands for safe pedestrian and bicycle crossings.

Streets

Streets are designed to accommodate efficient traffic flow and multiple transportation choices including bicycle, bus and future light rail or electric streetcar options.

Landscaping

Tall canopy street trees are provided to shade the sidewalk, provide a sense of enclosure for the street, and visually unify the blockface.



B. PARK STREET CHARACTER

Park Street is a complex urban corridor that varies, from one end to the other, in both character and scale, with a wide variety of building types. For the purpose of these guidelines, the street can be divided into two design districts.

Both the northern and southern parts of Park Street are expected to change over time. Park Street is situated close to downtown Madison and the University and because of this proximity, investment interest in the street is expected to increase. These guidelines will assist property owners in directing their investments to achieve an attractive and pedestrian friendly character over the entire corridor.

Northern Design District: North of Olin Avenue

The northern portion of the district is the gateway to Downtown Madison and the University. This area includes Park Street's historic core where buildings are built closer together and closer to the street. Building heights vary. Meriter Hospital, near Regent Street, exceeds six stories while the remainder of this section has one and two story buildings. There is a well-defined pattern of blocks and side streets that provide strong connections to the adjoining neighborhoods. The predominant mix of uses includes retail, restaurants and service businesses. This section also includes St. Marys Hospital, which is proposed to front on Park Street between Erin Street and Delaplaine Court. Generally, this section of the street has more pedestrian activity than the southern district.

Southern Design District: South of Olin Avenue

The southern portion of Park Street represents the entrance to the City of Madison from the Beltline Highway. This section includes a mix of commercial, industrial and residential uses with a greater degree of auto-oriented uses, such as commercial strip centers, than the northern district. This section also includes important civic and community uses including the South Madison Library, the Boys and Girls Club, Harambee, Metro's South Transfer Point, and the Catholic Multi-Cultural Center. Two redevelopment areas that are identified in the South Madison Neighborhood Plan-the Wingra Creek area and the Villager Mall area-are part of this section.

Generally, parcels in this section of Park Street are larger and buildings are built further apart and farther away from the street than the northern district. Most buildings are one story in height. In many cases, there are no side streets and the traditional block pattern evident in the northern district disappears. The Southern section generally lacks a sense of street enclosure, continuity of buildings and uses, and street connections to the adjoining neighborhoods. Combined, these factors contribute to less pedestrian activity and street life than the northern section. New construction proposed in the Southern Design District will require more sensitivity to blend within a less defined context with larger lots and a variety of building patterns.

Park Street Existing Building Typology

Park Street is a complex urban corridor that varies, from one end to the other, in both character and scale, with a wide variety of building types. The following Existing Building Typology illustrates many of the building styles found on Park Street.



Historic Buildings

- Two or more stories
- Vertical massing
- Built to the street
- Free standing or attached



Contemporary Commercial Buildings

- Typically 1 or 2 stories
- Horizontal massing
- Facades include masonry, metal & wood siding
- Free standing



Strip Commercial Buildings

- Typically 1 story
- Horizontal massing
- Multiple tenants
- Large portion of the site devoted to parking



Franchise Buildings

- Typically 1 story
- Corporate design
- Free standing
- Large portion of the site devoted to parking



Converted Commercial Buildings

- Former gas stations, garages, etc.



Residential Buildings Converted to Commercial Use

- Two stories
- Pitched roof
- Free standing



Auto Sales and Service Buildings

- Single story
- Large portion of the site devoted to parking
- Free standing



Industrial Buildings

- Large scale
- Manufacturing or warehouse use
- Free standing



Institutional Buildings

- Number of stories varies
- Medical, transit, civic uses
- Masonry facades
- Free-standing



Multi-family Residential Buildings

- Apartments
- Large structures
- Large green spaces



Other Residential Buildings

- Apartments & condominiums
- Free standing
- Small number of units



The Edo Japanese Restaurant at 534 S. Park Street is a good example of a façade improvement that complements the original building character and creates an attractive image for Park Street.

C. ORGANIZATION OF URBAN DESIGN GUIDELINES

These guidelines have been organized into two principle sections: **General Design Guidelines** and **Specific Design Guidelines**. The **General Design Guidelines** present broad principles related to blockface design, site design, building design, building height, and property maintenance. **Specific Design Guidelines** provide specific, numbered guidelines for all private property improvements, including new construction projects, existing building and site renovation projects, and private signage. There are also a variety of special projects including redevelopment projects, expansions to the St. Marys and Meriter hospital districts, multi-tenant buildings, as well as building restoration and historic preservation projects.

A description of the design review and approval process and glossary of key terms is provided at the end of this chapter.



Lane's Bakery at 448 S. Park Street is a good example of how landscaping can buffer the parking lot from the public sidewalk.

II. GENERAL DESIGN GUIDELINES

The following General Design Guidelines provide overarching design principles that are common to all new construction and renovation projects on Park Street. These guidelines fit into several functional categories: blockface design, site design, building design, building height and property maintenance.

A. BLOCKFACE DESIGN

The buildings and sites along Park Street are not isolated structures. The placement and appearance of the buildings, sites, and signs contribute to the character of the entire block and ultimately to the character of the street. A blockface is one side of a street block. Because Park Street runs mostly north and south, the blockfaces along the street are oriented either east or west. When the buildings along a street block are closely spaced or contiguous, the blockface becomes a cohesive vertical element or "street wall". The opposing blockfaces along the street create a series of relatively parallel street walls that – to varying degrees – enclose the public streetscape and create outdoor, linear "rooms".

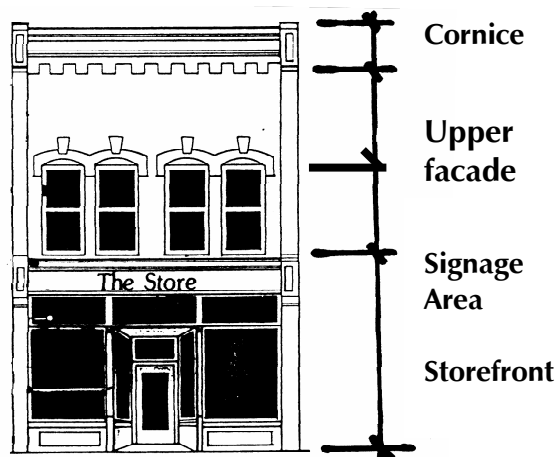
The general guidelines for how private property owners can improve the blockface design include:

- Coordinate building and site designs with adjoining properties.
- Promote shared driveways and parking.
- Use landscaping and furnishings to enhance the public sidewalk.
- Consider infill development and landscaping to create a continuous blockface.

B. SITE DESIGN

Site design refers to the physical arrangement of buildings, walkways, parking lots, landscaping and other elements on a property. The placement of these elements on the site will contribute to the functional and aesthetic character of the site and Park Street. For example, sites with large front parking areas or large setbacks generally contribute little to the aesthetic quality or walkability of Park Street. Site development that places well-designed buildings closer to the street will strengthen the character and spatial enclosure of the street.

Park Street is located within the watershed for Lake Monona, Lake Wingra, and Wingra Creek and development can affect the environmental quality and recreational value of these important water resources. Sustainable site design practices are encouraged to reduce or eliminate the negative affect of stormwater runoff on these resources.



The design of historic buildings can provide clear direction to property owners in how to focus their design improvements in both new construction and rehabilitation activities.

The general guidelines for how private property owners should improve their sites include:

- Locate buildings close to the street.
- Connect entrances with public sidewalks.
- Avoid parking in front yards.
- Provide attractive landscaping/outdoor spaces.
- Complement the public 'streetscape'.
- Locate trash and utility areas away from the street and provide appropriate screening.
- Promote crime prevention through environmental design (CPTED).
- Employ sustainable design practices.

C. BUILDING DESIGN

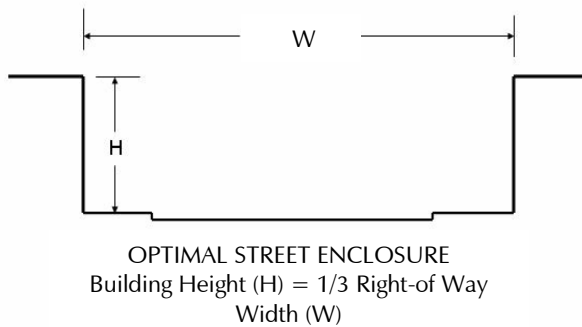
The design of buildings is a key part of shaping a positive and attractive character to the Park Street corridor. New buildings and renovation of existing buildings should enliven the public streetscape, complement the character of adjacent buildings, and provide inviting entrances to pedestrians. Building designs should be sustainable, as well. "Green" architecture, which use water, energy, and other natural resources more efficiently, is encouraged

The older, traditional mixed-use buildings found in the northern district provide a stronger sense of place with scale, proportion, and details that relate to the pedestrian. The detail and scaling found in these buildings generally makes them more appealing than some of the more modern facades located elsewhere on the corridor. These buildings have several distinct parts, including the storefront, upper facade, cornice, and signage area as shown in the illustration to the left.

It is not the intent of these guidelines for new construction or renovations on Park Street to recreate historic buildings. What is recommended is that building improvements incorporate the basic facade design elements of older buildings while encouraging creative architectural expression.

General design parameters for building design include:

- Create buildings with details and proportions that are scaled to the pedestrian.
- Complement scale and character of adjacent buildings.
- Encourage mixed-use buildings.
- Create inviting entrances.
- Maximize storefront transparency.
- Design all sides of the building visible to the public.
- Encourage franchises to respect the character of the street.
- Employ sustainable design practices.
- Provide details that express cultural identity.



Removal of graffiti is important for maintaining a positive image for the business area.

D. BUILDING HEIGHT

These guidelines allow the flexibility to build taller, recognizing that it is good land use policy to promote greater density in Madison's central area. However, determining appropriate building height will depend on the context in which the development is proposed. Is the development proposed as part of an existing, well-established blockface? Does the development adjoin an existing neighborhood? Is the development part of a redevelopment plan for a larger area?

A general rule of thumb for human-scaled, pedestrian-friendly urban streets is that the average building height should be at least one-third of the street right-of-way width to create a sense of enclosure. Considering that the typical width of Park Street is 105 feet within the public right-of way, a building height of 35 feet or three stories would be a comfortable scale for the street. These guidelines generally recommend that new buildings on Park Street should not be less than two stories high or taller than four stories. Additional height may be granted in special cases if the proposed development exhibits extraordinary design quality that enhances the desired use mix, character, and affordability of Park Street.

E. PROPERTY MAINTENANCE

Well-maintained buildings and sites present a positive and attractive business district image to visitors, customers, prospective tenants and owners. Additionally, property maintenance can contribute to crime prevention. Buildings should be kept clean and in good repair. Parking areas and open spaces should be kept free of trash and debris. Landscaping should be maintained and plants replaced when they die. Business and property owners should maintain their public sidewalks through regular sweeping and removal of litter from terrace areas. Quick removal of graffiti is also important for projecting a positive image for the business district.

III. SPECIFIC DESIGN GUIDELINES

The following guidelines provide specific recommendations for all exterior private property improvements on Park Street. These guidelines cover all buildings except for residential buildings of four units or less. These guidelines supplement requirements established in the Madison Zoning Ordinance and property owners should consult applicable zoning requirements as they plan for their property improvements.

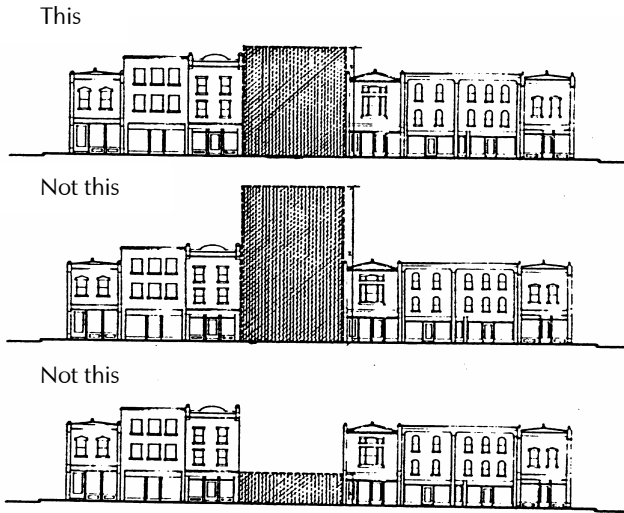
These guidelines are organized to identify their applicability to the type of improvement: new construction, renovations/additions to existing properties, or both. Guidelines are also provided for special conditions such as redevelopment areas, expansions to the Meriter and St. Marys hospital districts, multi-tenant buildings, and building restoration and historic preservation projects.

A. BLOCKFACE DESIGN

Buildings and sites are not isolated occurrences, and their design should respect, reinforce, and enhance the surrounding block. New construction can have a positive or negative affect on the shape and character of an entire block. The following guidelines detail how new construction or renovation projects can enhance, strengthen, or even create a new blockface along Park Street.

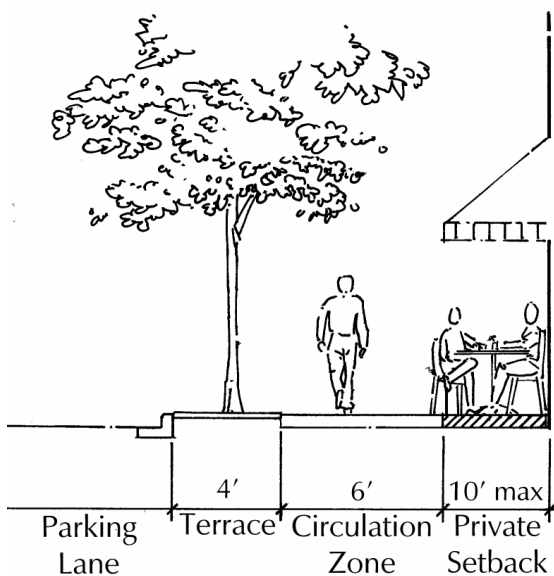
	New Construction	Renovation & Additions
2.1 New buildings and additions should complement the character of adjoining buildings in the blockface	✓	✓





2.5 Recommended scale relationship for infill development in well-defined blockfaces.

	New Construction	Renovation & Additions
2.2 Creative architectural designs and details are encouraged so long as designs do not conflict or draw attention away from other buildings in the block.	✓	✓
2.3 The use of attractive landscaping is encouraged to establish continuity between buildings and to define the blockface where there are no buildings.	✓	✓
2.4 Shared parking and access between properties is encouraged.	✓	✓
2.5 New infill buildings should not vary by more than one story from the average building height in blocks that exhibit a concentration of existing buildings and a well-defined blockface. This condition, which primarily exists in the northern district, is illustrated to the left.	✓	
2.6 In special cases, new buildings may be built up to four stories to create a new blockface character. Building height bonuses up to two additional floors may also be allowed depending on the quality of the design, the contribution of the project to the use mix, activity, the provision for affordable housing, character of the street, and the affect of the development on the adjoining neighborhood.	✓	
2.7 Stepbacks of 15 feet from the building face should be provided at the third floor.	✓	
2.8 Greater flexibility for building height and stepbacks may be allowed as part of a coordinated redevelopment project approved by the City of Madison. See page 24.	✓	



2.9 Building setbacks can provide space for landscaping and activities such as outdoor eating to enhance the public sidewalk.



2.13 The new Citgo station at 2201 S. Park St. has provided a walkway that connects the public sidewalk to the building entrance.

B. SITE DESIGN

This section provides specific guidelines for the physical arrangement and aesthetic character of the site.

Building Setbacks and Orientation

	New Construction	Renovation & Additions
2.9 New buildings should have a setback between 1 to 10 feet from the public sidewalk, depending on the adjacent buildings, to provide room for amenities that will enhance the visual and pedestrian character of the street.	✓	✓
2.10 Where new buildings are designed for existing blockfaces, the building setback should be consistent with adjoining buildings but not exceed 10 feet.	✓	
2.11 In areas with minimal sidewalk/terrace width (eight feet or less), building setback areas should include additional pavement to expand the sidewalk zone.	✓	✓
2.12 Buildings may be set back greater than ten feet to allow for the development of usable public open spaces such as pedestrian plazas.	✓	✓
2.13 In special cases, such as gas stations, setbacks can exceed 10 feet with provisions for walkways and landscaping that make these uses more attractive and inviting.	✓	✓
2.14 Walkways should be provided to connect the building entrance to the public sidewalk.	✓	✓
2.15 The building face should be parallel to Park Street.	✓	✓



2.18 Parking lots should be located on the sides or rears of buildings to establish a stronger streetface relationship between the building and the public sidewalk.



Before.



After.

2.20 This before and after illustration for an existing Park Street building shows how simple improvements such as landscaping, additional windows, walkways and roof design can result in attractive remodeling.

	New Construction	Renovation & Additions
2.16 It is preferred to have the front of the building and the public entrance face Park Street. If the public entrance is allowed on the side of the building, it should be positioned close to Park Street and preferably as a corner feature of the building.	✓	✓
2.17 Additions to existing buildings should help bring the building closer to the street and minimize the “gap” in the street wall.		✓

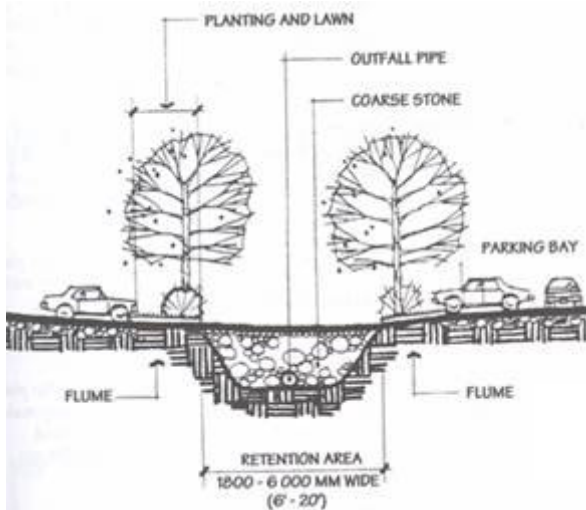
Parking and Service Areas

2.18 Parking for new buildings should be located at the rear and on the sides of the building. Parking in the front of buildings is discouraged.	✓	
2.19 For existing properties, where the site area permits, parking in the front should be relocated to the side and rear of the building.		✓
2.20 For properties, where front parking cannot be removed, walkways, landscaping, architectural features, and lighting should be provided to make these areas more attractive and inviting. Decorative fences, walls and/or landscaped edges should screen front parking areas from the public sidewalk. Screening should not exceed 3’6” in height.	✓	✓
2.21 All parking areas should be well landscaped and appropriately lighted.	✓	✓
2.22 Large parking areas should include walkways to allow safe pedestrian access to the building entrance.	✓	✓
2.23 Shared parking areas are encouraged. Whenever possible, adjoining parking lots should be linked to provide internal traffic circulation. Internal walkways should be provided to interconnect parking lots with building entrances. Driveways along Park Street should be minimized to improve traffic flow and reduce pedestrian conflicts.	✓	✓



2.21 This existing Park Street property can be improved with decorative fencing or landscaping to screen the front parking area from the public sidewalk.

		New Construction	Renovation & Additions
2.24	Pedestrian areas and customer parking areas should be separated from loading, service, and drive through areas.	✓	✓
2.25	New parking ramps fronting on Park Street should include ground-floor commercial uses with attractive commercial facade design. The facade design for the upper stories should obscure the parking ramp and present an attractive building face for Park Street. The design of parking ramps should also complement the quality and design of the buildings they serve.	✓	
2.26	All trash areas should be screened from public view. If possible, trash areas should be located inside buildings.	✓	✓
Landscaping and Open Space			
2.27	Screen fences and/or landscaped buffers should be provided at property edges, particularly where commercial properties adjoin residential properties. City ordinance requires a 6 foot (height) fence separating commercial uses from residential use.	✓	✓
2.28	Property owners are encouraged to provide landscaped outdoor spaces for the use and enjoyment of employees and customers.	✓	✓
2.29	Landscaping and fencing should be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.	✓	✓
Site Lighting and Furnishings			
2.30	Cut-off light fixtures should be used to illuminate the site. Higher lighting levels should be considered for pedestrian use areas. Low-level building and landscape accent lighting is encouraged, where appropriate.	✓	✓
2.31	Lighting and site furnishings (benches, trash receptacles, bicycle racks, etc.) should be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.	✓	✓



2.34 If possible, rain gardens or retention basins should be incorporated into the design of parking lots to allow for stormwater infiltration.



2.37 Large industrial buildings, as shown above, should be improved to include details at the street level to create a more comfortable pedestrian scale and character.

		New Construction	Renovation & Additions
2.32	Bicycle storage facilities should be located near the building entrance.	✓	✓
2.33	Decorative, colored paving is encouraged for walkways and outdoor use areas.	✓	✓

Stormwater Management

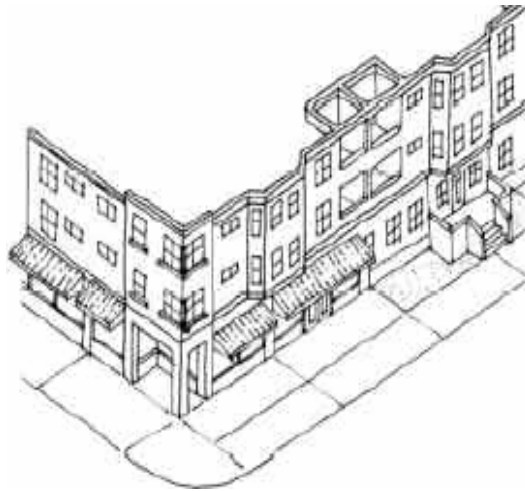
2.34	The use of rain gardens and bio-retention basins to collect runoff and filter pollutants is encouraged, where practical.	✓	✓
2.35	Landscape islands, open spaces and porous pavements should be provided, where practical, for stormwater infiltration.	✓	✓

C. BUILDING DESIGN

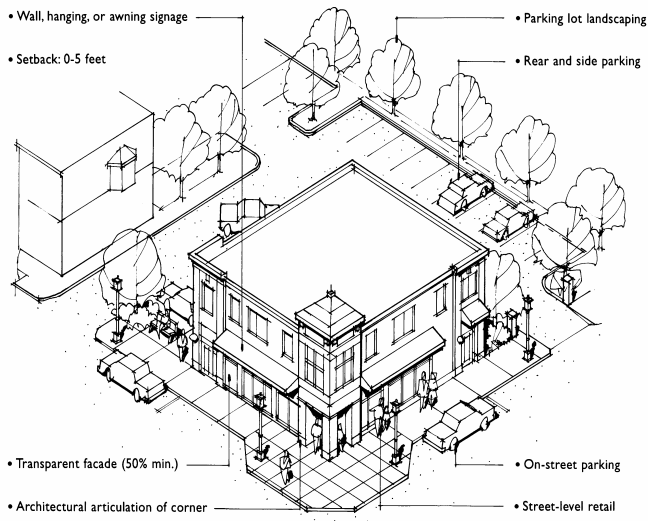
This section provides guidelines for building design including building massing and articulation, materials and color, and windows and entrances. See Blockface Design, page 14, for building height guidelines.

Building Massing and Articulation

2.36	“Green” building design that promotes energy efficiency, sustainable materials and environmentally friendly stormwater design practices is encouraged.	✓	✓
2.37	Avoid blank building walls with little detail or variety, particularly along primary facades. Improvements to these buildings should include details at the street level to create a more comfortable pedestrian scale and character.	✓	✓



2.39 Large buildings should be broken up to avoid bland or monotonous building walls and enhance the pedestrian experience.



2.44 Corner buildings should help define intersections with distinctive architectural character.

	New Construction	Renovation & Additions
2.38 Provide architectural details at the ground floor to enhance the pedestrian character of the street. Details include window and door trim, recessed entries, awnings, and other features.	✓	✓
2.39 For large buildings, it is important to provide variation to the building face design through the use of materials and color, or by dividing the building into bays to break up large facades to create pedestrian interest at the street level. This is particularly important for existing large industrial and commercial buildings on Park Street.	✓	✓
2.40 All visible sides of the building should be designed with details that complement the front facade. Side facades that are visible from Park Street should receive equal design attention.	✓	✓
2.41 Building facades should be designed to create a visual distinction between the upper and lower floors of the building.	✓	✓
2.42 Flat roofs are preferred for new buildings.	✓	✓
2.43 Provide a positive visual termination at the top of the building with decorative cornices or parapets.	✓	✓
2.44 New corner buildings should be located near the sidewalk edge and should define the street intersection with distinctive architectural features such as towers, rounded walls, recessed entries or other design features.	✓	
2.45 Designs for buildings that adjoin historic buildings should complement the proportion, scale and architectural details of the historic building.	✓	✓
2.46 Buildings should be designed as products of their own time. Copying historic appearance and details is discouraged.	✓	✓



2.48 This before and after study shows how an existing one story building at 1817 S. Park Street can be improved with an extended parapet to create a sense of an upper story.

		New Construction	Renovation & Additions
2.47	Franchise businesses are encouraged to modify their corporate designs to fit the Park Street character.	✓	✓
2.48	Where possible, existing, one-story buildings should be renovated with extended facades and parapets to increase building height and provide a more pleasing scale for Park Street.	✓	✓
2.49	Mechanical equipment should be screened from view by using screen designs that are architecturally integrated with the building design.	✓	✓
Materials and Color			
2.50	Exterior materials should be durable, high-quality materials and appropriate for external use.	✓	✓
2.51	Brick, stone and terra-cotta are preferred primary materials for new buildings or additions.	✓	✓
2.52	The use of false brick or other “faux” sidings is discouraged.	✓	✓
2.53	Color choice should complement the style and materials of the building’s facade and provide a pleasing relationship with adjoining buildings.	✓	✓
2.54	Property owners are encouraged to use a three-color paint scheme with a “base” color on the majority of the building surface, “trim” colors used on building features such as window and door trims and cornices and “accent” colors on signs, awnings and other architectural details.	✓	✓
2.55	Painting of natural brick and stone is discouraged. Property owners should consult with a professional cleaner to identify cleaning methods that will prevent damage to brick or stone surfaces.		✓



2.56, 2.61 Good examples of attractive storefronts and signage.

Windows and Entrances

	New Construction	Renovation & Additions
2.56 The ground floors of commercial retail buildings should have at least sixty percent of the street wall area devoted to windows to enhance the pedestrian character of Park Street.	✓	✓
2.57 Office buildings and other non-retail buildings should have at least forty percent of the street wall devoted to windows.	✓	✓
2.58 Windows on the ground floor should not be darkly tinted, colored or have a mirrored finish.	✓	✓
2.59 Building entrances should be designed as the focal point of the facade.	✓	✓
2.60 Entrances of new buildings or additions located close to the sidewalk should include recessed entries to allow for pedestrian movement.	✓	✓

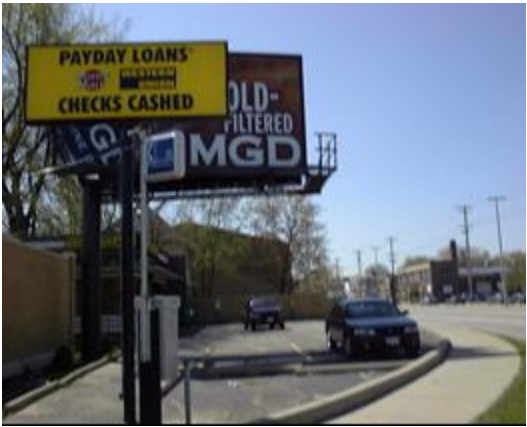
D. SIGNAGE DESIGN

Building signage should fit with and enhance the character of a building and the overall environment of the Park Street area. The City of Madison regulates building signage including dimension, location and installation practices. The following signage guidelines supplement the City's signage ordinance to provide guidance as it relates to appearance.

2.61 Preferred sign types include building mounted signs, window signs, projecting signs, and awning signs.	✓	✓
2.62 Signs should be simple and easy to read.	✓	✓
2.63 Sign colors should relate to and complement the primary colors of the building facade.	✓	✓



2.64 Sign design and placement should “fit” the character of the building and not obscure architectural details.



The photo above is an example of existing signage that adds to the visual clutter of Park Street and detracts from its visual character.

		New Construction	Renovation & Additions
2.64	Sign design and placement should fit the character of the building and not obscure architectural details.	✓	✓
2.65	Signage should generally be centered within the prescribed signage area of the building.	✓	✓
2.66	Plastic box signs are highly discouraged.	✓	✓
2.67	Opaque backgrounds and white or light letters are preferred for backlit signs.	✓	✓
2.68	Individually mounted backlit letters are an acceptable form of signage.	✓	✓
2.69	The use of small, well-designed building-mounted light fixtures is a preferred method of illuminating signage.	✓	✓
2.70	Window signs should not mask a majority of the storefront.	✓	✓
2.71	Freestanding signs should be attractively designed. Signs should be coordinated with adjoining properties and public street signage to avoid visual clutter.	✓	✓

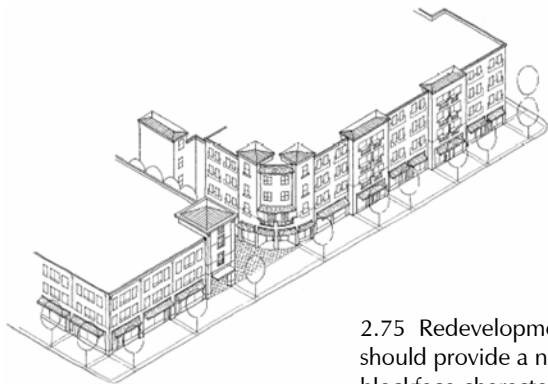


Villager Mall Area



Wingra Creek Area

The Villager Mall and Wingra Creek areas have been identified as potential redevelopment areas in the South Madison Neighborhood Plan.



2.75 Redevelopment should provide a new blockface character for Park Street

E. SPECIAL CONDITIONS

The following section identifies design guidelines for several special conditions involving new construction and renovation activities on Park Street. Property owners and developers should consider these guidelines as additions to the guidelines previously presented.

Redevelopment Sites

Several sites have been identified in the South Madison Neighborhood Plan and the *Park Street Possibilities to Reality* Report as potential redevelopment opportunities to change the use mix, character, density and activity of Park Street and stimulate the physical and economic revitalization of the Park Street corridor. These sites include the Ann Street/Badger Road/Villager Mall area near the Beltline Highway; the Wingra Creek/Labor Temple area near the center of the Park Street corridor; and, the northeast quadrant of the Regent Street and Park Street intersection at the entrance to the University of Wisconsin campus. Over time, other sites may be identified and approved for redevelopment. Design guidelines for the coordinated phase development of redevelopment sites, include the following:

- 2.72 Redevelopment sites should be developed as mixed-use centers incorporating quality architecture and site design.
- 2.73 Density is encouraged to enhance the pedestrian activity of the street.
- 2.74 Buildings should be positioned to serve as attractive visual termination points for streets leading into the development from Park Street.
- 2.75 Buildings should be positioned to develop an attractive blockface along Park Street and internal streets. Buildings should be located with minimal setbacks at corners to define intersections.
- 2.76 Buildings facing Park Street may be built up to four stories in height. Additional stories, up to six stories total, may be allowed depending on the quality of the design such as the contribution of the project to the use mix, activity, the provision for affordable housing, character of the street, and the affect of the development on the adjoining neighborhood.



2.83 Redevelopment areas should include a mix of uses and open spaces that enhance street life. Added pedestrian amenities such as benches and ornamental lighting accommodate community gatherings.

- 2.77 Buildings located away from Park Street may be built up to six stories provided their placement is not detrimental to adjoining residential areas and they are consistent with existing zoning. Buildings should be stepped back at least 15 feet from the building face at the third floor.
- 2.78 Where appropriate, internal streets should be included as part of the development plan to improve connections between Park Street and the adjoining neighborhoods.
- 2.79 Developments should promote narrow, “pedestrian friendly” streets with on-street parking.
- 2.80 Streetscaping and traffic calming features should be incorporated to enhance the pedestrian character of the development.
- 2.81 Development plans should limit driveways and curb cuts on Park Street.
- 2.82 Shared parking is encouraged with a preference for enclosed parking integrated as part of the mixed-use building design. Surface parking is preferred first behind buildings and then on the side of the building.
- 2.83 Developments are encouraged to incorporate well-designed open spaces for customer, employee, resident, and community use.

Meriter and St. Marys Hospital Districts

The development of the Meriter and St. Marys Hospital districts should follow the guidelines for the redevelopment of key sites previously presented. However, the design parameters for these districts differ from other Park Street sites. For example, the expansion plans for Meriter and St. Marys Hospitals include buildings that exceed four stories. The design of these buildings fronting Park Street should include architectural detailing and upper-story setbacks of at least 15 feet to break up the building. For buildings taller than four stories, setbacks may occur at the fourth story.

New parking ramps fronting on Park Street should include ground-floor commercial uses and attractive commercial facade designs. The facade design for the upper stories should obscure the parking ramp and present an attractive building face for Park Street. The design of parking ramps should also complement the quality and design of the buildings they serve.

The Meriter and St. Marys Hospital districts should include streetscape and landscape improvements that establish a strong pedestrian character for Park Street and internal streets. Internal streets should be included in development plans, where practical, to facilitate connections to the adjoining neighborhood.



The new Klinke Cleaners is a good example of a well-designed multi-tenant building. Although it is not a two story building, the design includes an extended facade to add scale to the street



This remodeled fire station building contributes to the unique character of Park Street.

Multi-Tenant Commercial Buildings

Park Street has a number of multi-tenant commercial buildings or “strip centers” located primarily in the southern section of the corridor. The design of new centers and improvements to existing centers should follow the design guidelines presented in this document. If possible, new centers should be at least two stories in height with residential or office uses on the upper floors. New centers should front directly on Park Street with parking located at the rear of the building. Rear and side facades should be designed to blend with the design of the front facade, with complimentary colors and materials.

Facade Restoration and Historic Preservation

Several buildings located primarily at the north end of Park Street are older commercial structures which have historic value and interest. The ground floors of many of these structures have been altered over time while the upper stories generally retain their historic appearance.

When considering building improvements, property owners of older commercial structures are encouraged to restore the original character of the building. Property owners should refer to historic photos and conduct exploratory removals to determine the feasibility of restoration efforts. The following guidelines should be considered for improving older commercial buildings:

- 2.84 The distinguishing features of the original building should be preserved. The removal or alteration of historic materials or distinctive architecture features should be avoided, whenever possible.
- 2.85 Where practical, restore original masonry and reconstruct missing elements such as cornices, windows and storefronts that were part of the original building design. If restoration is not feasible, design new elements to compliment the character, materials and design of the original building.
- 2.86 Remove any inappropriate elements, signs, canopies, etc. that cover details and features of the original building.
- 2.87 Painting of natural brick or stone is strongly discouraged when those materials are in good condition. Property owners should consult with a professional cleaner to identify cleaning methods that will prevent damage to the brick or stone surfaces.

IV. DESIGN REVIEW AND APPROVAL PROCESS

The Park Street Design Guidelines presented in this document have been adopted by the City of Madison and incorporated as part of an ordinance establishing the Park Street Urban Design District.

Urban Design Districts are established for many of the city's most important corridors. The Park Street Corridor will be established as the City's seventh urban design district because of its importance as a major community entrance, an important community business district and a key gateway to the Downtown, State Capitol, and University of Wisconsin. The purpose of such districts is to create and maintain a higher level of quality in the appearance of buildings and properties. Exterior changes to properties within an Urban Design District will be reviewed against the District's guidelines, in addition to zoning and other applicable requirements. Exterior changes include activities such as new construction, remodeling/rehabilitation, additions, changes to the parking lot, and signage.

The first step when considering exterior changes to a property in an Urban Design District is to discuss the proposal with the City's Urban Design Commission (UDC) staff. They will offer consultation on the changes and advice on the steps necessary to get the project approved. Projects within an Urban Design District generally require a public hearing before the UDC, which meets twice a month. Although the UDC is charged with reviewing such changes, UDC staff can often approve minor alterations, small additions, and signage.

After approval by the UDC (or its staff), building permits can be applied for. Building permit applications and plans will be circulated to UDC staff to be reviewed for compliance with the plans approved by the Commission before the permit is issued.

The property owner is encouraged to engage an architect that is familiar with applicable codes, guidelines and the approval process to prepare plans for the proposed improvements.

The property owner should also contact the alderperson to discuss the project. Depending on the scope of the project, the alderperson may request that the property owner meet with the neighborhood association and the business association.

Finally, property owners who want to renovate their properties are encouraged to contact the City of Madison for potential grant and loan assistance for facade improvements and other building improvements.

V. GLOSSARY OF TERMS

The following definitions have been provided as a guide to the language of design guidelines included in this chapter.

Bioretention Basins: Retention areas that use native plants and soil conditioning as a method for managing stormwater runoff.

Blockface: The row of building facades that face the street for the length of one block.

Bump-out: Curb extensions at sidewalks that reduce the roadway width from curb to curb and provide a larger area for pedestrian amenities and activities. Bump-outs also serve as a traffic calming measure as they tighten turning radii, making vehicles take corners at slower speeds.

CPTED: Crime Prevention through Environmental Design. These guidelines promote design that eliminates or reduces criminal behavior and at the same time encourages people to "keep an eye out" for each other.

Cut-Off Light Fixtures: Outdoor light fixtures that direct light downward and minimize the amount of light projected upward from these fixtures.

Facade: The exterior face or wall of a building, often distinguished from other faces by architectural details.

Franchise Design: Duplicated building design that is characteristic of a particular chain of businesses regardless of the distinct character of the surrounding area.

Infill Building: New construction that occurs between existing structures in areas where no building exists. Infill building can help fill in holes in the blockface.

Mixed-use Development: A development that incorporates a series of different uses. A mixed-use development may have a vertical orientation, in which different uses are found on different floors. Other mixed-use developments on large parcels may be horizontal in nature and locate different uses along the ground level.

Parapet: A low, protective wall or railing along the edge of a roof, balcony, or similar structure.

Porous Pavement: Pavements that allow water to directly enter the ground due to the material's pervious nature or through separate pervious areas integrated into the pavement.

Rain Gardens: Garden areas that include grasses, perennials, and shrubs and other native plants to collect, infiltrate and filter rain that falls on impervious surfaces (driveways, streets, or roofs). Rain gardens minimize the negative impacts of excessive runoff caused by impervious surfaces.

Refuge Islands: Points along a crosswalk, including an enlarged median, that give pedestrians a safe place to pause when crossing a wide street with multiple lanes of traffic.

Setbacks The required (or actual placement) of a building that is a specified distance away from a road, property line, or other structure.

Stepbacks: Upper stories of buildings that are recessed or setback from the lower stories of buildings. For example, a third floor stepback of a building would not be built to the outermost edge of floors one and two, thereby minimizing the physical presence of taller buildings along the street.

Streetscape: The visual character of a street as determined by elements such as structures, access, greenery, open space, view, etc. Elements include both natural and man-made components, including buildings, paving, planting, street hardware, and miscellaneous structures.

Storefront: The street-facing facade of the first floor of a commercial or mixed-use building. Traditionally, storefronts were made inviting through the use of displays, windows, and well-designed signage.

Sustainable Design: A broad term referring to design and building concepts with a focus on energy efficiency, natural resource conservation, natural lighting or ventilation, and often a focus on using building materials that were collected in an environmentally sensitive manner.

Traffic Calming: The act of slowing traffic to posted speeds and limiting dangerous vehicular movements to accommodate safer access and mobility of pedestrians, bicyclists and other motorists.

Wayfinding: A system of directional signage that provides directions to prominent features or key destinations in and around a given area.



Improved crossings are part of the improvements needed to create a more pedestrian-friendly “Main Street” atmosphere for Park Street. These crossings will facilitate safe pedestrian and bicycle connections between neighborhoods, businesses and community destinations such as the lakefront park system.

CHAPTER 3: DESIGN GUIDELINES FOR PUBLIC STREETScape IMPROVEMENTS

Park Street has long served as an auto-oriented commercial district and a major arterial street that provides a direct connection between the UW Campus and Downtown Madison from the Beltline Highway. Public input during the Park Street Design Guidelines process has identified the need to create a more pedestrian-friendly “Main Street” atmosphere for the Park Street corridor as one of the top priorities for improving the character and quality of life of the Southside. The following chapter provides guidelines for public street improvements to accomplish this goal.

The guidelines in this section provide recommendations on how to integrate pedestrian, multi-modal, and environmental improvements into the design of Park Street while maintaining its function as a major arterial street for the City of Madison. These guidelines are supported by recommendations in the *Park Street Possibilities to Reality* report prepared by City Vision Associates in 2001 and the *Inventory of the Park Street Corridor* prepared by the University of Wisconsin Department of Urban and Regional Planning in 2002.

The design guidelines for public street improvements have been based on the following goals:

- Strengthen gateways and districts
- Accommodate multiple modes of travel (e.g., transit, autos, pedestrians, bicyclists)
- Enhance pedestrian safety and comfort (e.g., crosswalks, lighting)
- Visually unify the streetscape (lighting, street trees and street furniture)
- Reduce visual clutter (signage and overhead utilities)

These guidelines will be implemented through a coordinated effort between the City, business association and neighborhoods. Implementation projects must be prioritized, and it is recommended that projects that improve pedestrian safety be implemented first. Implementation of public street improvements will be triggered when:

- A redevelopment plan is proposed for an area that includes street improvements.
- Street reconstruction projects are planned.
- MG&E or other utilities propose a project that requires street reconstruction.



3.1 Where possible, easements should be provided on private property to expand the public sidewalk and terrace to minimum standards and provide buffers to existing parking lots. This photo also illustrates the need for a better, more attractive site design to integrate within the public terrace.

These guidelines are divided into five parts:

- I. Street Design
- II. Streetscape Amenities
- III. Entrances
- IV. Public Spaces
- V. Wayfinding and Regulatory Signage

I. STREET DESIGN

As Park Street is reconstructed over time, several improvements to the basic design of the street should be considered. It will be important for the City to work closely with the business association and neighborhoods on planning for these street design projects to allow for the opportunity to discuss and program appropriate improvements.

Sidewalks

The development of a pedestrian friendly environment starts with creating a safe, attractive and integrated network of sidewalks along the entire length of Park Street. The sidewalk should be a minimum of 10 feet wide, including a 6 foot wide unobstructed circulation zone and a minimum 4 foot wide terrace area for furnishings, street trees and signage. A greater terrace width (5 to 6 feet) is desirable where possible. Guidelines related to the construction of sidewalks on Park Street include:

- 3.1 Where possible, easements should be acquired from private property owners to expand the public sidewalk to minimum standards and to provide additional space for landscaping and amenities.
- 3.2 In heavy pedestrian traffic areas adjacent to moving traffic, where easements are not possible, a 6 foot wide circulation zone should be maintained with a narrower terrace. Railings should be considered for the terrace area to buffer the pedestrian from the moving traffic, or if possible, a parking lane should be provided as protection for pedestrians.
- 3.3 In high pedestrian traffic areas, the sidewalk circulation zone should be scored concrete and the terrace area should be paved with pavers or colored concrete to provide visual interest. In areas where there is more limited pedestrian traffic, grass terraces may be used.



3.4, 3.5 The photo above illustrates a pedestrian crosswalk and refuge island on North Sherman Avenue. This installation utilizes highly visible reflective paint to clearly demarcate the pedestrian crossing.

Crosswalks

Today, Park Street is viewed as a barrier to connecting neighborhoods and businesses that exist on both sides of the street. Improvements are needed to provide safe pedestrian and bicyclist crossings. Intersections that have a history of pedestrian and bicycle accidents should be prioritized. The following guidelines should be considered as Park Street is reconstructed over time:

- 3.4 Clearly define crosswalk areas along Park street with reflective paint or other DOT / City approved materials.
- 3.5 Medians or refuge islands should be located at all crosswalk locations and be wide enough for multiple pedestrians and bicyclists. Optimally, the nose of the median should fully enclose the crosswalk.
- 3.6 Investigate the feasibility of providing pedestrian activated crossing lights, (countdown pedestrian walk lights) at key signalized intersections.
- 3.7 Explore adding all-way pedestrian crosswalks along Park Street at the Fish Hatchery Road, West Washington Avenue, and Olin Avenue intersections.
- 3.8 Pursue traffic signal timing throughout the corridor that allows sufficient time for pedestrian crossings while maintaining efficient traffic flow.
- 3.9 Explore the use of pedestrian warning lights at uncontrolled intersections (ie. Emerald Street) where there is a higher volume of pedestrian and bicycle crossings.
- 3.10 Where feasible, construct “bump-outs” on side streets adjacent to Park Street in high pedestrian traffic areas. Bump-outs can shorten crosswalk distances and provide areas for street furniture and amenities.
- 3.11 At key intersections, explore removing one of the existing exclusive left-turn traffic lanes and restrict left-turns for a wider median for pedestrians and bicyclists. Intersections of interest include Huxley, Cedar, Beld, and North Streets.



3.12 Median plantings, lighting, and banners can visually break up the scale of the street and improve its appearance. The photo above illustrates a planted median on Regent Street near the intersection of West Washington Avenue.

Medians

Today, Park Street has a center median that separates the northbound and southbound travel lanes throughout most of the corridor. Guidelines for improvements include:

- 3.12 Work with the Parks Division to identify medians with sufficient width to add street trees and landscaping to improve the character of Park Street. Landscaping in the medians can also have a traffic calming affect.
- 3.13 Medians under six feet that are too narrow for landscaping should be paved with special colored paving in lieu of plain concrete to visually break up the wide expanse of pavement.

Multi-Modal Circulation

The following guidelines are recommended to improve the multi-modal function of Park Street.

- 3.14 Establish a continuous bicycle system on both sides of Park Street through shared parking/bicycle lanes and shared transit / bicycle lanes.
- 3.15 Highlight the bicycle lane with special markings to improve the visibility of bicyclists.
- 3.16 The future design of Park Street should consider accommodating expanded transit options such as express bus, streetcar, or light rail service.
- 3.17 Explore installing on-street parking along Park Street where feasible, such as the section from North Street to Wingra Drive.

New Streets and Intersections

New streets and intersections should be considered to improve the grid street pattern and connections between Park Street and the adjoining neighborhood.

- 3.18 The Badger Road intersection has a high incidence of traffic accidents and should be improved as part of street reconstruction.
- 3.19 The Beld Street intersections should be reconstructed to create perpendicular intersections with Park Street or cul-de-sacs. This improvement will discourage traffic in the neighborhood and facilitate safer pedestrian movement and more open space along Park Street.
- 3.20 Redevelopment plans for the areas north and south of Wingra Creek should include new public streets, which will improve the grid street pattern and connections to Park Street.
- 3.21 Additional signals should be considered for Park Street to facilitate improved pedestrian connections and access to future redevelopment sites. Explore the signaling of North Street as part of the redevelopment plans for the industrial lands south of Wingra Creek.
- 3.22 On-street parking should be considered as part of the redevelopment plans for the Wingra Creek and Villager Mall areas. Additional right-of-way dedication may be necessary to achieve this.

Stormwater Design

Park Street is located in the Monona Bay, Lake Wingra and Wingra Creek watersheds. The public street design for Park Street should employ “best practices” for stormwater design to minimize impacts on these natural resources.

- 3.23 As Park Street is reconstructed, explore the possibility of designing the storm sewer system to allow for stormwater infiltration and sediment collection.
- 3.24 Open spaces along public right-of-ways should be considered as locations for rain gardens to facilitate stormwater infiltration.
- 3.25 The City, neighborhoods, and businesses should work together to initiate a street sweeping program that will keep the lakes clean, similar to the pilot program on the City’s east side.



3.27 A coordinated roadway lighting system should be installed along Park Street with a design that reflects the desired identity for the street.

II. STREETSCAPE DESIGN

Streetscape improvements include features such as lighting, landscaping, and furnishings that enhance the pedestrian use of the street. For the most part, streetscape improvements should be located in the terrace zone of the sidewalk or building setback zones that adjoin the public sidewalk.

Some areas of Park Street, particularly in the more urban areas north of Olin Avenue, already have strong pedestrian activity and should be prioritized for streetscape improvements. In other areas of the street, pedestrian activity will increase over time as redevelopment occurs. Streetscape improvements should be added as redevelopment plans are implemented and pedestrian activity increases.

The City should work with the Park Street business community and neighborhoods to determine the design theme and identity for Park Street and select appropriate streetscape improvements.

Roadway Lighting

Today, lighting for the street and sidewalk zones of Park Street is provided by roadway light standards. The City has recently made investments in new roadway lights between the railroad crossing near Plaenert Drive and Chandler Street. New lighting should be added to other areas of the street as reconstruction or redevelopment projects are scheduled. General guidelines for roadway lighting include:

- 3.26 All public sidewalks along Park Street should be lit for pedestrian safety.
- 3.27 New roadway lighting should be selected to provide a unique identity for Park Street.
- 3.28 New lighting fixtures should be directed toward the ground and not toward the sky.
- 3.29 Existing and new roadway lighting should accommodate banners, hanging flower baskets and holiday decorations that will improve the visual character and identity of the street.



3.31 Hanging floral baskets can be added to light poles to identify special use areas such as neighborhood business districts.

Pedestrian Scale Lighting

Pedestrian scale light standards are recommended for high pedestrian traffic areas along Park Street to supplement existing roadway lighting and visually identify special districts and business areas along the street. Pedestrian scale lighting programs should be initiated by the neighborhood and business community similar to lighting programs that have been implemented in neighborhood retail districts along Monroe Street and E. Johnson Street. Additional funding sources will be needed to implement and maintain pedestrian lighting

- 3.30 The section of Park Street between Regent Street and Haywood Street should be prioritized for pedestrian scale lighting corresponding to the newly adopted TIF district and the Meriter Hospital and St. Marys Hospital expansion projects.
- 3.31 Pedestrian scale lighting should be designed to accommodate banners, hanging floral baskets, holiday decorations and possible duplex receptacles.

Street Trees and Landscaping

The addition of street trees and landscaping can have a dramatic effect on the visual character and pedestrian experience of Park Street. Today, Park Street is almost devoid of street trees. Street tree plantings will improve the street's pedestrian character by visually reducing the scale of the street, creating a sense of enclosure for the sidewalk and providing a buffer between the sidewalk and the moving traffic. Street trees can also provide a traffic calming effect.

- 3.32 Work with City Forestry to select street trees for Park Street that will provide visual interest and seasonal variety. Street trees should have the same characteristics on both sides of the street in a given block.
- 3.33 Street trees should be selected to fit the constraints of a given location. Trees that adjoin moving traffic lanes or are adjacent to buildings that are at the property line should have a vertical profile and higher branching height. Trees that adjoin parking lanes can be wider in profile with lower branching heights.
- 3.34 Use tree grates in areas where heavy pedestrian traffic is anticipated. A minimum of 25 square feet of tree grate is necessary, ideally 4' by 8' grates.
- 3.35 Provide low maintenance, perennial plantings in the medians. Opportunities should be explored for businesses, business associations, or business improvement districts to fund the installation and maintenance of median landscaping.



3.36 This existing view of Park Street can be dramatically improved with adding median plantings, street trees, removing overhead utilities, and adding well-designed buildings that create a focus for the street, rather than the street itself.



3.40 Banner displays can express Park Street's international character.

Overhead Utilities

- 3.36 Overhead utilities should be buried as sections of Park Street are reconstructed or redeveloped to improve the visual character of the street. The business association can assist property owners in funding the necessary modifications to buildings to accept underground utility service.

Street Banners

Banners can be a short-term, low cost method of creating identity for the street such as expressing its international character. A banner program should be a coordinated effort between the business association and the City of Madison. Banners should only be installed if a Business Improvement District, business association, or other entity besides the City is in place to provide the necessary maintenance. The design and installation of street banners should consider the following guidelines:

- 3.37 Banners should be placed on City-owned light poles at key locations.
- 3.38 The size of banners should be scaled appropriately. Larger banners can be placed on roadway lights and smaller banners can be placed on pedestrian scale lights.
- 3.39 Banners should not contain commercial advertisements.
- 3.40 Banners should be complementary to the design theme of Park Street.
- 3.41 A logo for Park Street or special districts along the street may be incorporated into the banner design.



3.42 The public sidewalk design in high pedestrian areas should include amenities such as benches and trash receptacles.



Well-designed bus passenger shelters should be located in high-use pedestrian areas such as St. Marys Hospital, Meriter Hospital and the Villager Mall and Wingra Creek redevelopment areas.

Street Furniture and Amenities

Street furniture and amenities including benches, trash receptacles, planters, drinking fountains, bicycle racks, etc. can enhance the pedestrian use and character of the street. The type and location of amenities will depend on the volume of pedestrian traffic. Generally, the City will assist neighborhoods and the business association in securing approvals and identifying appropriate locations for amenities within the public right-of-way. In some cases, where funding sources are available, amenities can be purchased and installed by the city with business and neighborhood input. If additional amenities are desired, neighborhoods or the business association may need to take full responsibility for funding and maintenance. Guidelines for street furniture and amenities include the following:

- 3.42 Street furniture and amenities should present a uniform design that complements the desired theme and identity for Park Street.
- 3.43 The construction of “bump-out” areas on side street intersections will allow additional room for locating street furniture and amenities within the public right-of-way.
- 3.44 Bicycle racks should be installed on Park Street particularly in areas where business activity is concentrated and where the business association recommends their installation.
- 3.45 Easements should be negotiated with private property owners to locate furnishings and amenities in building setback areas if the public sidewalk is too narrow.

Bus Passenger Shelters

Well-designed bus passenger shelters should be located in high pedestrian traffic areas including Meriter Hospital, St. Marys Hospital, near civic destinations such as the Boys and Girls Club and the Catholic Multi-Cultural Center and as part of future redevelopment areas such as The Villager Mall and Wingra Creek areas.

- 3.46 Easements should be acquired to locate bus passenger shelters on private property if there is inadequate room within the public right-of-way
- 3.47 Bus passenger shelters should be transparent.
- 3.48 Bus passenger shelters can incorporate special Park Street signage such as information directories.
- 3.49 Benches should be provided at key bus stops where shelters are not located.



3.53 New opportunities should be identified for landscaping, open space, neighborhood identity and public art along the Park Street Corridor.



3.59 Example of open space and neighborhood identification next to the public sidewalk.

III. PUBLIC SPACES

Today, there are several small, public open spaces along Park Street that provide areas for seating, public art, neighborhood entrance signs and expanded landscaping next to the public sidewalk. These spaces include the pocket park at the N. Beld Street / Park Street intersection, the South Transfer Station and the Fish Hatchery Road intersection next to Dean's Dairy. Collectively, these spaces enhance the ambience of Park Street. As Park Street is reconstructed and redeveloped, additional public open spaces should be created.

- 3.50 Redevelopment plans for the Villager Mall and Wingra Creek areas should include provisions for public gathering spaces to serve the Park Street community.
- 3.51 The Wingra Creek bridge crossing and adjoining right-of-way offer a special opportunity to make the creek more visible and accessible from Park Street.
- 3.52 Realigning the north and south Beld Street intersections at Park Street as perpendicular intersections or cul-de-sacs can add new open space in what is currently street pavement.
- 3.53 A public art and interpretative signage program should be developed for Park Street to express the street's ethnic diversity and cultural heritage. These features can be located in existing and future public open spaces along Park Street.

IV. ENTRANCES & GATEWAYS

The *Park Street Possibilities to Reality* report recommends that prominent entrance features be located at key gateways to Park Street including the Beltline Highway, Fish Hatchery Road, West Washington Avenue and Regent Street. Neighborhood entrances and smaller business district entrances that occur along Park Street should also be designed with signage and landscaping to improve the visual character and identity of Park Street. The design of key gateways and entrances should present a coordinated identity and theme for Park Street and should complement other street design features such as lighting, furnishings, and street banners.

- 3.55 A community entrance feature should be designed for the Beltline and Park Street intersection. This entrance feature should include public art, landscaping and signage that are visible to vehicular traffic.
- 3.56 Fish Hatchery Road, West Washington Avenue and Regent Street are major arterial streets that intersect with Park Street. These intersections should be beautified with landscaping and signage features that are scaled and proportioned to respond to both the pedestrian and vehicular travelers.
- 3.57 The beautification of the West Washington Avenue intersection at Park Street should include signage that marks the entrance to the State Capitol and Downtown Madison.
- 3.58 Park Street and Regent Street intersection should include signage and/or monuments that will mark the entrance to the University of Wisconsin.
- 3.59 Neighborhood entrance signs or smaller business district signs should be located in open spaces along the street. Easements on private property may be needed to locate these signs.
- 3.60 Entrance features and signage should be located so as to avoid clutter and confusion with other signage, particularly regulatory signage.



3.55 A community entrance feature should be located at the Beltline and Park Street intersection to mark the entrance to the City of Madison, the University of Wisconsin and the State Capitol.



The photo above shows an example of a Community entrance feature.

V. WAYFINDING AND REGULATORY SIGNAGE

Ensuring public safety and efficient use of the public street, reducing signage clutter and directing visitors to destinations along Park Street are key goals for the design wayfinding and regulation for Park Street.

Wayfinding Signage

Park Street currently has signage that directs the visitor to major destinations such as the University of Wisconsin and the Downtown, but lacks a coordinated wayfinding system that directs visitors to the many public destinations located along and around Park Street such as the hospitals, parks, zoo, library, community centers, etc. A dedicated funding source will be needed to implement and maintain a wayfinding system. A coordinated improved wayfinding system for Park Street should be developed using the following guidelines:

- 3.60 Wayfinding signage should be located in the sidewalk terrace.
- 3.61 Single-use wayfinding signs are discouraged. Combine information for up to three destinations per sign when appropriate.
- 3.62 A consistent style should be used to create easy-to-read signs that complement the desired theme and identity for Park Street. An exception to this guideline will be regulatory signage, such as hospital signage, which must be consistent with official standards.
- 3.63 The location of wayfinding signs should be coordinated with the City and DOT to avoid conflicts with regulatory signs.
- 3.64 Pedestrian wayfinding signs such as information kiosks and interpretive signage should be provided at public locations.

Regulatory Signage

Signage that regulates parking, speed limits, etc. are critically important. Opportunities to reduce the number of regulatory signs should be evaluated to limit signage clutter and improve the visual character of the street while maintaining safety standards.

- 3.65 Maximize opportunities to place multiple signs on each pole.
- 3.66 Locate signs in sidewalk terrace areas, wherever possible. Limit signs in the median.
- 3.67 Inventory existing regulatory signage to identify potential duplications.



A coordinated system of wayfinding, regulatory, and private signage can help to minimize the sign clutter that currently exists along the Park Street Corridor, as illustrated in the above photo.

CONCLUSION

A coordinated and cooperative process will be necessary to revitalize and transform Park Street into a visually pleasing and socially stimulating “Main Street” for the Southside. The implementation of the Park Street Guidelines is one of the key steps toward achieving this goal. The Park Street Partners and the City of Madison are excited about this opportunity and are committed to assisting Park Street property owners, businesses, developers, and residents in their individual and collective efforts to implement these guidelines.

AGENDA ITEM

Copy Mailed To Alderperson

City of Madison, Wisconsin

A SUBSTITUTE RESOLUTION

Adopting the *Design Guidelines for Private Property Improvements and Public Streetscape Design* document for the Park Street corridor, and directing staff to prepare the necessary ordinances to create an Urban Design District for this corridor.

Drafted By: William A. Fruhling, AICP
Principal Planner, Planning Unit

Date: January 14, 2004

Fiscal Note: It is anticipated that any increase in Urban Design Commission cases can be absorbed by existing staff. Implementation of certain plan recommendations may have future budgetary impacts needing Common Council approval.

Sponsors: Ald. Matt Sloan (District 13)
Ald. Tim Bruer (District 14)

ID NUMBER 61397
RESOLUTION NUMBER

APPROVAL OF FISCAL NOTE IS NEEDED
BY THE COMPTROLLER'S OFFICE

Approved By

WHEREAS, the Park Street corridor serves as the "Main Street" for Madison's Southside, and is a prominent entry into the City of Madison-- specifically to the downtown and University of Wisconsin-Madison; and

WHEREAS, the functional and aesthetic importance of Park Street is recognized in *Park Street Revitalization: Possibilities to Reality* plan and the *South Madison Neighborhood Plan*, both of which recommend that guidelines be established for the corridor to ensure high quality design and long-term economic vitality for new and existing development; and

WHEREAS, design guidelines, implemented through the creation of urban design districts, provide an effective mechanism to enhance the aesthetic quality of a district on a project-by-project basis; and

WHEREAS, Park Street Partners received funding from the City of Madison Neighborhood Planning Grant Program, raised the required matching funds from Southside businesses, facilitated faculty and student resources from the University of Wisconsin, and retained Schreiber/Anderson Associates to develop design guidelines; and

WHEREAS, the aforementioned groups worked closely with the Southside businesses and residents and the City to develop a comprehensive set of design guidelines as described in *Design Guidelines for Private Property Improvements and Public Streetscape Design*.

NOW, THEREFORE, BE IT RESOLVED, that the *Design Guidelines for Private Property Improvements and Public Streetscape Design* document for the Park Street corridor is adopted, and staff is hereby directed to prepare the necessary ordinances to create an Urban Design District for this corridor.