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(8) Urban Design District No. 1.

- (a) Statement of Purpose. Urban Design District No. 1 is hereby established to make John Nolen Drive and the South Beltline Highway and adjacent properties, a most visually attractive approach to the City of Madison, to establish requirements and guidelines for aesthetically pleasing future development, and to assure that future development in the district will preserve and enhance the property values in the district and not cause a substantial depreciation in the property values within the district. Design requirements and guidelines are therefore hereby established to assist property owners in the district and the State of Wisconsin, City of Madison, and Dane County in improving and developing all properties within the district. In addition, the district is designed to foster a sense of personal and civic pride among the property owners, particularly as it relates to the appearance of their area, and the corresponding promotion of the commercial enterprises therein. A map of the District, current as of April 20, 2009, is available from the Department of Planning and Community and Economic Development. (Am. by Ord. 11,226, 4-13-95; ORD-09-00078, 5-21-09)

- (b) Design Review Required. All development in the district (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior faces, exterior lighting, landscaping or screening done in conjunction with new buildings or structures or additions, and cutting or removal of trees greater than two inches in maximum diameter, and permits for new signs) shall require approval of the Urban Design Commission or the Secretary if authorized under Sec. 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, with all applicable federal and state laws, and with the Building Code, Zoning Ordinance, and other applicable codes of the City of Madison not in conflict with this ordinance. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the district. However, if this ordinance conflicts with other city regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern. (Am. by ORD-09-00091, 8-1-09)
- (c) Basis for Design Review. In reviewing plans for development in the district, the Urban Design Commission shall consider in each case those of the following requirements and guidelines as may be appropriate. In addition, when applying the requirements and guidelines, the Urban Design Commission and staff shall consider relevant design recommendations in any element of the City's Master Plan or other adopted City plans. The overall design of each development shall be of high quality. (Am. by Ord. 13,219, 12-20-02)
1. Site Planning.
    - a. Grading. The grading of public and private land in the district shall meet the following requirements, and shall conform as much as possible with the following guidelines:
      - i. Requirements. Grading shall insure a positive drainage consistent with established water runoff patterns in the district. All grading shall allow for the installation and maintenance of appropriate landscape materials.
      - ii. Guidelines. Grading may create earth forms which add interest to the existing topography. Respect for the natural topography in site development will also be important as a means of adding interest and capitalizing on the sloping terrain. Earth berms are encouraged, to screen out unpleasant views and accentuate pleasant views. Earth mounds may be used to reinforce the proposed landscape treatment.
    - b. Landscaping. The landscaping of public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:
      - i. Requirements. Landscaping shall be used for a functional as well as decorative purpose, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architectural massing of the building.
      - ii. Guidelines. Landscaping should express the unique natural beauty of Madison. There should be a variety of trees and shrubs in group plantings, alternated and dispersed in order to create some variety. While indigenous species will be favored, they should be in scale with the buildings and complement the topography. The unique character of the native landscape should be preserved and reinforced by selecting plant material which originally grew in the area. Both upland and lowland sites are included in the district. Species for planting should reflect this. A recommended list of appropriate species for both types includes:

UplandTrees:

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

Evergreens:

Juniperus virginiana	Red Cedar
Juniperus horizontalis	Creeping Juniper

Shrubs:

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

LowlandTrees:

Quercus bicolor	Swamp White Oak
Fraxinus pennsylvanica	Green Ash
Crataegus mollis	Downy Hawthorn
Crataegus crusgalli	Cockspur Hawthorn
Carpinus caroliniana	Musclewood
Celtis occidentalis	Hackberry
Salix nigra	Black Willow
Acer rubrum	Red Maple
Betula nigra	River Birch

Evergreens:

Thuja occidentalis	White Cedar or Arborvitae
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Shrubs:

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

- c. Building Relationships. The siting of structures on public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:
- i. Requirements. The structures shall be related to the site to enhance or maintain current contours. New development shall consider activities on adjacent properties with relation to access from abutting streets, parking areas, service areas, building setbacks, height of structures, and color and materials of adjacent or nearby buildings.
  - ii. Guidelines. In the development of the site, the existing quality vegetation should ordinarily be maintained. Areas which are highly visible to living units should be landscaped in a manner complementary to the building forms. Buildings should be sited to avoid having living units with direct views of parking areas. The relationship of any buildings to the public right-of-way should be completed in a manner that presents an attractive, properly located structure. In the siting of new structures, consideration shall be given to:
    - A. Relating attractively to abutting roadways, the Nob Hill Interchange, the interchange with Interstate Highway 90, and the lakes.
    - B. Recognizing the views of the city skyline, Lake Monona, and the Exposition Center.
    - C. Providing landscaping treatment for open areas which are highly visible from John Nolen Drive and which complement the building forms.

2. Lighting. Exterior lighting in the district shall meet the following requirements and conform as much as possible with the following guidelines.
  - a. Requirements. The functions of exterior lighting on private property shall be:
    - i. To illuminate building facades, especially those bearing business identification signs.
    - ii. To illuminate pedestrian walks and spaces.
    - iii. To illuminate parking and service areas.

The choice of equipment, design, quantity, and placement of on-site lighting shall relate to these functions. Lighting shall be adequate but not excessive. The height and number of lighting standards shall be appropriate to the building and its function and to the neighborhood.
  - b. Guidelines.
    - i. Building Facades. Architectural lighting should be free from glare and of a type to complement the existing development in the district.
    - ii. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property and its residents, while not reflecting direct rays of light into adjacent property.
    - iii. Off-Street Parking Area. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Section 10.08 of the Madison General Ordinances.
3. Utility Service. It shall be a goal of this district to eliminate overhead wiring within the district. To this end, owners of property within the district, working with the Madison Gas and Electric Company, Wisconsin Bell, and cable television licensees, shall, in all new developments and major additions, make provision for underground service. Whenever possible this shall be accomplished during building development and construction. When it is not possible, certification to the fact that provisions have been made for the placement of service underground, signed by representatives of each company, shall appear on plans submitted to the Urban Design Commission for review.
4. Signs. Signs in the district shall meet the following requirements and conform as much as possible to the following guidelines.
  - a. Requirements.
    - i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings.
    - ii. Signs shall be located and designed only to inform the intended clientele.
    - iii. Signs shall be used only as identification of the establishment, and shall have no more than a total of eight (8) symbols and/or words.
    - iv. No portion of an illuminated sign shall have luminance greater than two hundred (200) foot-lamberts for any portion of the sign within a circle of two (2) feet in diameter. No sign or part of any sign shall change its level of illumination more than once every one (1) hour.
    - v. Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour.

- vi. A minimum setback of five (5) feet from the public right-of-way is required of all ground signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area.
- vii. The height of a ground or wall sign shall not exceed ten (10) feet along John Nolen Drive or eighteen (18) feet elsewhere in the district unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:
  - A. An exception from the height limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
  - B. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
- viii. The net area of a ground or wall sign shall not exceed forty (40) square feet along John Nolen Drive or seventy-two (72) square feet elsewhere in the district unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria:
  - A. An exception from the size limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
  - B. An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.

(Sec. 33.24(8)(c)4.a. Am. by ORD-09-00091, 8-1-09)

- b. Guidelines.
  - i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the district.
  - ii. A sign should be appropriate to the type and activity and clientele at which its message is aimed.
  - iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
  - iv. Signs should avoid covering or impinging upon landscape features or significant structures.
  - v. Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the sign.
  - vi. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background. (Am. by ORD-09-00091, 8-1-09)
- c. The Urban Design Commission shall, in addition, evaluate proposed signs in the district based upon the requirements of Chapter 31 in the Madison General Ordinances.

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

- a. Requirements.
    - i. The amount of parking and service areas to be provided in conjunction with any use shall conform to the requirements as set forth in Chapter 28 (Zoning Code) of the Madison General Ordinances.
    - ii. Parking and service areas shall be screened from views from John Nolen Drive, the South Beltline Highway, frontage roads, and abutting properties. Screening shall be accomplished in a manner consistent with the requirements of Section 28.142 of the Madison General Ordinances. (Am. by ORD-12-00134, 1-2-13)
    - iii. Parking areas shall be illuminated using attractive low-profile standards and fixtures. Drawings of these standards and fixtures shall be a part of plans submitted to the Urban Design Commission for review and approval.
    - iv. Off-Street Parking and Loading Areas. All open off-street parking areas containing more than three (3) spaces, and all open off-street loading, shall have effective screening on each side adjoining or fronting on any residential property or any public or private street. If the screening is to be accomplished by using plant material, it shall be planted at a minimum height of thirty (30) inches and grown to a height at maturity of at least fifty-four (54) inches. If any other material is used to screen these types of areas, it shall be a minimum height of fifty-four (54) inches.
    - v. District Boundary Lines. Any property located in a commercial or manufacturing district shall have effective screening along lot lines adjoining any residence district.
    - vi. Screening of Rubbish and Trash Storage. Such areas shall be screened to block the view of rubbish and trash containers from any point outside the property on which the storage area is located.
  - b. Guidelines.
    - i. Large parking lots should be avoided. Parking lots with more than seven parking spaces should be subdivided by landscaping so that each subdivided area has no more than seven spaces.
    - ii. Acceptable screening may consist of any of the following or combinations thereof:
      - A. Principal or accessory buildings;
      - B. Earth berms;
      - C. Masonry walls;
      - D. Hedges;
      - E. Trees;
      - F. Decorative fences. (Diamond mesh or other metallic fences are not acceptable.)
6. Building Design. Buildings shall meet the following requirements and conform as much as possible with the following guidelines.
- a. Requirements.
    - i. Materials and colors shall be durable, low maintenance, and harmonious with each other and with other buildings in the neighborhood.
    - ii. Mechanical elements mounted on the roof or ground shall be screened from the view of adjacent properties and roadways.

- iii. Contemporary architecture shall be the goal of the district. Buildings shall be designed to complement and enrich this character. Building component massing, materials, textures, and colors shall be consistent with this character.
- iv. The overall design of the building shall be of high quality, considering the importance of the district as a principal gateway to the City.
- v. Metal shall not be used as an exterior material for building, except as an integral part of a design of exceptional merit.
- vi. An addition shall relate to the existing building in terms of scale, materials, and color.

b. Guidelines.

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

(Sec. 33.02(7) R. & Re-Cr. by Ord. 9407, 2-11-88; Renumbered to 33.02(8) by Ord. 13,216, 12-20-02)

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