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9) Urban Design District No. 2.

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

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

(Am. by Ord. 11,319, 8-4-95)

- (b) Property Included in the District. The District shall include property having any frontage on: Forward Drive, Ellis Potter Court, Gilbert Court, Kessel Court, Rayovac Drive, Schroeder Road and Schroeder Court; Struck Street between Schroeder Road and Watts Road; the east side of Gammon Road between Seybold Road and Park Ridge Drive; the south side of Watts Road between Gammon Road and Rayovac Drive; the west side of Whitney Way between Schroeder Road and 410 feet north of the north right-of-way line of Piping Rock Road and the east side of Whitney Way between the West Beltline Highway and 130 feet northeast of the north right-of-way line of Woodland Way. If any portion of a zoning lot is in the district, the entire lot is within the district. (Cr. by Ord. 11,319, 8-4-95)

- (c) Design Review Required. All development in the district (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior surfaces, and screening done in conjunction with new buildings or structures or additions to existing buildings or structures, and permits for new signs), except residential buildings containing eight (8) or fewer dwelling units and modifications to the existing miniature golf course, par-three golf course, driving range and batting cages and any new structures containing less than two thousand (2000) square feet situated on the Vitense Golfland abutting the 5400 and 5500 blocks of Schroeder Road, shall require approval of the Urban Design Commission or the Secretary if authorized under Sec. 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and other state laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. Approval of the Urban Design Commission under this subsection shall not be required for an awning unless it is part of other development requiring approval under this subsection. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the district. However, if this ordinance conflicts with other City regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern. (Cr. by Ord. 11,319, 8-4-95; Am. by ORD-09-00091, 8-1-09)
- (d) Basis For Design Review. In reviewing plans for the improvement of existing facilities or for new development within the area, the Urban Design Commission shall consider in each case those of the following guidelines and requirements as may be appropriate:
1. Site Planning.
    - a. Grading. The grading of public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:
      - i. Requirements. Grading shall insure positive drainage consistent with established run-off patterns in the district. All grading shall be completed in such a manner that allows for the regrowth of natural vegetation. The creation of artificial topography or the change of any grades shall strive towards a natural appearance.
      - ii. Guidelines. Grading should be considered as a device for creating earth forms which add interest to the existing topography. Respect for the natural topography in site development will also be important as a means of adding interest and capitalizing on the gentling sloping terrain. The use of earth berms is encouraged as a means of screening out unpleasant views and accentuating pleasant ones. Earth mounds should be used to reinforce the proposed landscape treatment.
    - b. Landscaping. The landscaping of public and private land in the district shall meet the following requirements and conform as much as possible with the following guidelines:
      - i. Requirements. Landscaping shall be used for a functional as well as decorative purpose, including framing of desirable views, screening of unattractive features and views along the roadway, screening of different uses from each other, and finally complementing the architectural massing of the building.

- ii. Guidelines. Any landscaping which is done should be expressive of the unique natural beauty of Madison. There should be a variety of trees and shrubs in group plantings alternated and dispersed in order to create some variety. While indigenous species will be favored, they should also be in scale with the buildings and complementary of the topography. The goal of perpetuating and reinforcing the unique character of the native landscape can be facilitated by the selection of plant material which originally grew in the area. Both upland and lowland sites are included in the Schroeder Road Design District, and species for planting should reflect this. A recommended list of appropriate species for both types includes:

UPLAND

LOWLAND (e.g., the Greenway)

Trees

Quercus alba (White Oak)  
 Quercus macrocarpa (Bur Oak)  
 Quercus rubra (Red Oak)  
 Tilia americana (Basswood)  
 Prunus serotina (Black Cherry)  
 Acer rubrum (Red Maple)

Trees

Guercus bicolor (Swamp White Oak)  
 Fraximus pennsylvanica (Green Ash)  
 Cratagus mollis (Downy Hawthorn)  
 Crataegu crus-galli (Cockspur Hawthorn)  
 Carpinus caroliniana (Musclewood)  
 Celtis occidentalis (Hackberry)  
 Malus ioensis (Prairie Crab)  
 Virburnum Trilobum Compacta (American Highbush Cranberry)

Shrubs

Cornus racemosa (Gray Dogwood)  
 Corylus americana (Filbert)  
 Rosa Spp. (Wild Rose)

Shrubs

Cornus racemosa (Gray Dogwood)  
 Cornus sericea (Redosier Dogwood)  
 Sambucus canadensis (Elderberry)

Evergreens

Juniperus virginiana (Red Cedar)  
 Juniperus horizontalis (Creeping Juniper)

Evergreens

Thuja occidentalis (White Cedar or Arborvitae)

- c. Building Relationships. In the siting of structures on public and private land in the district the following requirements shall be met and where applicable guidelines conformed to:
  - i. Requirements. The structures shall be related to the site in an effort to enhance or maintain current contours. At the same time as relating to the site the new development shall take into consideration activities on adjacent properties with relation to: location of windows, so as to provide privacy when that is desired; height of structure when possible; and scale, so that any development is consistent with the low profile nature of the community.

- ii. Guidelines. In the development of the site the existing vegetation should be maintained. Also it is important that an attempt be made to insure that areas which are highly visible to living units and Schroeder Road be landscaped complementary to the building forms. The relationship of any buildings to the public right-of-way should be completed in a manner that presents an attractive, properly located structure. The setbacks of the buildings should be irregular so as to give a variety in the line of sight as well as take advantage of views and topography.
2. Lighting.
    - a. Building Facades. Architectural lighting should be free from glare and of type to complement the existing development in the district.
    - b. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property and its residents while not reflecting direct rays of light into adjacent property.
    - c. Off-Street Parking Area. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Section 10.08 of the Madison General Ordinances.
    - d. The choice of equipment, design, quantity and placement of all on-site lighting units shall relate to the foregoing lighting purposes and shall be evaluated by the Urban Design Commission in the review of the improvement plans and comments from City departments and divisions on the improvement plans.
  3. Utility Service. It shall be a goal of this plan to eliminate overhead wiring within the district. To this end, property owners within Urban Design District No. 2 working with Madison Gas and Electric Company, Wisconsin Telephone Company, and Cable Television licensee shall in all new developments and major additions make provision for underground service. Whenever possible, this will be accomplished during development and construction. When it is not possible, certification to the fact that provisions have been made for undergrounding of service signed by representatives of each company shall appear on plans submitted to the Urban Development Commission for review.
  4. Signs. Because of the relationship between the residential and commercial activities of this area, it is necessary that the location and treatment of signs be appropriate to both activities. In this sense the Urban Design Commission shall evaluate proposed signs based on the following guidelines and requirements:
    - a. Guidelines.
      - i. Signs should identify the activity without imposing upon the view of residents, businesses, or activities of the district.
      - ii. Signs should be appropriate to the type of activity and clientele at which its message is aimed.
      - iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
      - iv. Signs should avoid covering or impinging upon landscape features or significant structures.
    - b. Requirements.
      - i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings.
      - ii. Signs shall be located and designed only to inform the intended clientele.
      - iii. Signs shall be used only as identification of the establishment and shall have no more than a total of eight (8) symbols and/or words.

- iv. No portion of an illuminated sign shall have a luminance greater than two hundred (200) foot lamberts for any portion of the sign within a circle two (2) feet in diameter. No sign or part of any sign shall change its level of illumination more than once every one (1) hour. (Am. by ORD-09-00091, 8-1-09)
  - 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. (Am. by ORD-09-00091, 8-1-09)
  - vi. A minimum setback of five (5) feet is required of all detached signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area and fifteen (15) feet in height. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area or twenty (20) feet in height. No detached sign shall exceed seventy-five (75) square feet in net area and twenty-five (25) feet in height. Based upon the following criteria the Urban Design Commission may specifically approve a larger sign or reduce the setbacks above:
    - A. An exception from the size and setback limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
    - B. An exception from the size and setback limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
 (Am. by Ord. 9593, 10-14-88)
  - vii. No detached sign shall occupy the space between two (2) feet and ten (10) feet above grade within fifteen (15) feet of the public right-of-way except for its support, which shall not exceed a total cross-section area of one (1) square foot.
  - viii. The net area of an attached sign of any occupancy on any facade shall not exceed forty (40) square feet.
  - ix. All signs and their words shall be mounted parallel to the building surface to which they are attached. No sign or words shall project more than eighteen (18) inches from the surface to which they are attached. Attached signs shall not be mounted on roofs and shall not project above roofs.  
(Am. by ORD-09-00091, 8-1-09)
5. Screening. The Urban Design Commission in its review of plans for the district will concern itself with the height at time of planting, the spacing, height at maturity, and ability of proposed plant to screen throughout the year. Plans for all screening on private property within the area, when done in conjunction with major additions or new structures, will require Commission approval.
- a. Requirements.
    - i. The amount of parking and service area to be provided in conjunction with any use shall conform to the requirements set forth in Chapter 28 (Zoning Code) of the Madison General Ordinances.

- ii. Parking and service areas shall be screened from Schroeder Road and abutting properties. If the screening is to be accomplished by using plant material it shall be planted at a minimum height of thirty (30) inches and grow to a height at maturity of at least fifty-four (54) inches. If any other material is used to screen these types of areas it shall be a minimum height of fifty-four (54) inches.
  - iii. Parking areas shall be illuminated using attractive standards and fixtures which are to be reviewed by the Urban Design Commission.
  - iv. Screening of Rubbish and Trash Storage. Such area shall be screened to block the view of such rubbish and trash containers from any point outside the property on which said storage area is located.
- b. Guidelines.
- i. Acceptable screening may consist of any of the following or combination thereof:
    - Principal or accessory buildings;
    - Earth berms;
    - Masonry walls approved by the Urban Design Commission;
    - Decorative fences approved by the Urban Design Commission;
    - Hedges;
    - Trees.
  - ii. The use of low profile standards is recommended for parking and service areas.
6. Building Design. Because of the nature of the area concerned, it is necessary that buildings not alter the predominantly low profile height of the district. In view of the residential scale of this area, the following guidelines and requirements shall be adhered to and will be used by the Urban Design Commission in reviewing projects in the district:
- a. Requirements.
    - i. Exterior treatment of all buildings shall use natural colors and/or materials.
    - ii. Mechanical elements shall be screened from the view of adjacent properties.
  - b. Guidelines.
    - i. Buildings should not impinge on the natural views of others where possible, and should not vary but one (1) story from the height of adjacent roofs.
    - ii. Structures should be designed to be compatible with structures that are adjacent to them.
    - iii. Large buildings should have varied horizontal and vertical planes and should integrate landscaping to break up long lines.
    - iv. All building elevations shall be of equal importance. Design of the roof will be considered.

(Sec. 33.02(8)(b) Renumbered to (d) by Ord. 11,319, 8-4-95)  
 (Sec. 33.02(8); Renumbered to (9) by Ord. 13,216, 12-20-02)