

(10) Urban Design District No. 3.

- (a) Statement of Purpose. Urban Design District No. 3 is hereby established to make Tokay Boulevard/Odana Road and adjacent properties, an attractive visual experience, and to establish requirements and guidelines which assure that future development will complement the existing development in the district, will preserve and enhance the property values in the district, and will not cause a substantial depreciation in the property values in the district. Design requirements and guidelines are therefore hereby established to assist property owners in the City of Madison in improving and developing all properties within this district. A map of the District is available from the Department of Planning and Community and Economic Development. (Am. by Ord. 11,226, 4-13-95)
- (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 surfaces, screening done in conjunction with new buildings or structures or additions to existing buildings or structures, and cutting or removal of trees greater than 2 inches in 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, all applicable federal and State laws, and 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 those of the following guidelines and requirements as may be appropriate. The overall design of each development shall be of high quality.
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 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 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 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. Indigenous species will be favored. Landscaping 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 of plant material which originally grew in the area. Both upland and lowland sites are included in the district, and species for planting should reflect this. A recommended list of appropriate species for both types includes:

UPLAND

Trees

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

Shrubs

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

Evergreens

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

LOWLAND

Trees

Quercus bicolor (Swamp White)
 Fraxinus pennsylvanica (Green Ash)
 Crataegus mollis (Downy Hawthorn)
 Crataegus 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)
 Cornus sericea (Redosier Dogwood)
 Sambucus canadensis (Elderberry)

Evergreens

Thuja occidentalis (White Cedar or Arborvitae)

- c. Building Relationships. The siting of structures on public and private land in the district shall meet the following requirements conform as much as possible to 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 quality existing vegetation should be maintained. Areas which are highly visible 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.
- 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 walls and spaces.
 - iii. To illuminate parking and service areas.

The choice of equipment, design, quantity, and placement of on-site lighting shall relate to those 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 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.
 - 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.
 - iv. Design. Lighting standards and fixtures should be of attractive design.

3. Utility Service. It shall be a goal of this plan to eliminate overhead wiring within the district. To this end, property owners within the district 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 Design Commission for review.
4. Signs. Because of the relationship between the University of Wisconsin Research Park and commercial activities of this area, it is necessary that the location and treatment of signs be appropriate to both activities. Signs in the district shall meet the following requirements and conform as much as possible to the following guidelines:
 - a. Requirements.
 - i. Signs (including, but not limited to, awnings or canopies with 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 Sec. 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 from the public right-of-way 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. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area. (Am. by ORD-09-00091, 8-1-09)
 - vii. The height of a ground or wall sign shall not exceed ten (10) feet unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:
 - A. An exception from the height limitations is necessary for the 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 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 the 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.

(Am. by ORD-09-00091, 8-1-09)
- 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.
- b. Guidelines.
 - i. Signs should identify the activity without imposing upon the view of businesses or activities of the district.
 - ii. A sign 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.
 - 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)
- 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 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. 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 any residential properties 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 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. 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. Acceptable screening may consist of any of the following or combination thereof:
 - Principal or accessory buildings;
 - Earth berms;
 - Masonry walls;
 - Hedges;
 - Trees;
 - 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 to the following guidelines:
 - a. Requirements.
 - i. 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.
 - ii. Materials and colors shall be durable, low maintenance, and harmonious with each other and with other buildings in the neighborhood.
 - iii. Metal shall not be used as an exterior material for buildings, except as an integral part of a design of exceptional merit.
 - iv. Mechanical elements mounted on the roof or ground shall be screened from the view of adjacent properties and roadways.
 - v. An addition shall relate appropriately to the existing building in terms of scale, materials and color.
 - b. Guidelines.
 - i. Buildings should not impinge on the natural views of others, where possible.
 - ii. Structures should be designed to be compatible with adjacent structures.
 - iii. Large unbroken exterior facades should be avoided.
 - iv. 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.
 - v. Any building of exceptional height or prominence shall be integrated with the surrounding development and topography.

(Sec. 33.02(9) Cr. by Ord. 9332, 11-30-87; Renumbered by Ord. 13,216, 12-20-02)