

(12) Urban Design District No. 5.

- (a) Statement of Purpose. Urban Design District No. 5 is hereby established to improve the appearance of a major transportation corridor east of the Capital Square which constitutes a major entrance to the City of Madison, to preserve and enhance the property values in the District, and to avoid a substantial depreciation of the property values in the District. Design requirements and guidelines are herein established for those public and private improvements to be undertaken in these corridors that are visible from the roadways.
- (b) Property Included in the District. The District shall include property having any frontage on East Washington Avenue or parallel frontage roads between Sixth Street and Interstate 90-94, except for those properties which have design standards and review procedures approved by the Urban Design Commission. If any portion of a zoning lot is in the District, the entire lot is within the District. A map of the District is available from the Department of Planning and Community and Economic Development.
- (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, 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. (Am. by ORD-09-00091, 8-1-09)

- (d) Basis for Design Review. In reviewing plans for development in the district, the Urban Design Commission shall consider the following requirements and guidelines as may be appropriate. The development shall meet the requirements and conform as much as possible to the guidelines. The overall design of each development shall be of high quality.
1. Public Rights-of-Way.
    - a. Requirement. Public rights-of-way shall be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the City Forester, after consultation with the Urban Design Commission.
    - b. Guidelines.
      - i. The appearance of the public rights-of-way is of importance in view of the mixed land use patterns which characterize the designated transportation corridors. The treatment of these rights-of-way should achieve a degree of visual continuity.
      - ii. When appropriate and where the right-of-way width is sufficient, the use of earth berms should be considered to reduce traffic noise in residential areas.
  2. Off-Street Parking and Loading Areas.
    - a. Requirements.
      - i. Parking lot landscape plans shall be developed in accordance with the revised New Approach to Parking Lot Landscaping adopted by the Common Council by Substitute Resolution No. 37,196, copies of which are on file with the City Clerk and are available in the Department of Planning and Community and Economic Development.
      - ii. The quantity of parking and service areas as well as the tree islands on the interior of new parking areas shall conform to the provisions of Chapter 28 of the Madison General Ordinances. No new parking space shall be more than seventy (70) feet from a canopy tree of at least 2-1/2 - 3-inch caliper.
    - b. Guidelines.
      - i. Whenever possible, parking areas shall be located to the side or to the rear of buildings rather than in the front.
      - ii. Whenever possible, landscaped earth berms should be used to screen the view of parking areas.
      - iii. The use of chain link or other metallic fences is discouraged where visible from roadways. When used, chain link fencing should be vinyl-coated in a color harmonious with the building exterior.
      - iv. Off-street parking and loading areas should be integrated into the overall site development. Their relationship to the building they serve and to the street should receive careful attention in preparing the site plan for the property.

3. Signs. The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs.
- a. Requirements.
- i. Signs in the District shall conform to all provisions of Chapter 31 of the Madison General Ordinances.
  - ii. Signs shall be integrated with the architecture of the building.
  - iii. 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. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour.
- 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 of activity and clientele at which its message is directed.
  - 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. 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)
4. Building Design.
- a. Requirements.
- i. Exterior building materials shall be low maintenance and harmonious with those used on other buildings in the area.
  - ii. Mechanical elements mounted on the roof or on ground pads shall be screened from views from adjacent properties and roadways in a manner consistent with requirements of public utilities.
- 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. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.
  - iv. The architecture of new infill buildings, additions to existing buildings and major exterior remodelings should be compatible with that of existing adjacent buildings.

5. Lighting.
  - a. Requirements.
    - i. The functions of exterior lighting on private property shall be to illuminate building facades, especially those bearing business identification signs; to illuminate pedestrian walks and spaces; and to illuminate parking and service areas.
    - ii. The choice of equipment, design, quantity, and placement of on-site lighting shall relate to these functions.
    - iii. Lighting shall be adequate, but not excessive.
    - iv. The height and number of lighting standards shall be appropriate to the building and its function and to the neighborhood.
    - v. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Sections 10.08 and 10.085 of the Madison General Ordinances.
  - 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.
6. Landscaping.
  - a. Requirements.
    - i. Landscaping shall be used for functional as well as decorative purposes, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architecture of the building.
    - ii. In new developments, the quality of existing vegetation shall be assessed and integrated into the site planning and landscape design, when appropriate.
  - b. Guidelines.
    - i. Landscape plans should include a selection of plants which will provide interest and color during the entire year.
    - ii. Plant materials should be hardy to this region and should be of sufficient size to have immediate visual impact. Canopy trees should be at least 2-1/2 - 3-inch caliper when planted.
    - iii. Plant materials should be well-maintained, especially during the year following their installation when any dead plant should be replaced during the next planting season.
    - iv. All planting beds should be edged and properly mulched.

- (e) Utility Service. It shall be a goal of this District to eliminate overhead wiring within the District. The undergrounding of utility wires should be considered in all street improvement projects undertaken within the district. To this end, the City of Madison and owners of property within the District, working with the Madison Gas & Electric Company, Wisconsin Bell, and cable television licensees, shall, in all major new developments and major additions, including street lighting and traffic signals, 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 future placement of service underground, signed by representatives of each utility company, licensee or service provider, shall appear on plans submitted to the Urban Design Commission for review.

(Sec. 33.02(11) Cr. by Ord. 11,226, 4-13-95; Renumbered by Ord. 13,216, 12-20-02)

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