

Design Guidelines & Criteria for Preservation

Williamson Street

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BETTER URBAN INFILL DEVELOPMENT PROGRAM II
December 2004

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Standards for Design & Preservation
Williamson Street 600–1100 Blocks

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LOOKING NORTH WITH LAKE MONONA IN FOREGROUND



Part I

BACKGROUND & HISTORY



A. INTRODUCTION

Williamson Street, which is part of the Third Lake Ridge Historic District, is the heart and soul of the Marquette Neighborhood.

In recent years the popularity of the Willy Street area and the renewed interest in downtown living have increased pressure for new development that has the potential to threaten the unique character of the Third Lake Ridge Historic District. To address these concerns, the City applied for, and was awarded, a BUILD grant from Dane County. The goal of the County BUILD (Better Urban Infill Development) program is to encourage planning for new development in central areas, both to combat urban sprawl and to increase the quality of life in downtown areas. The neighborhood's intent was to facilitate development projects that would be compatible with the scale and character of the neighborhood and respect the historic nature of the street. Redevelopment pressures up and down the Williamson Street corridor raise many concerns about affordable housing, parking availability, increasing traffic, rapidly rising property values, the changing character of the neighborhood, preservation of buildings, streets, open space and parks, and the provision of

urban amenities and civic spaces. The primary focus of this effort was to update the criteria in the Madison General Ordinances for the review of alterations, new construction and demolitions in the Williamson Street section of the Third Lake Ridge Historic District. Other very important issues surfaced in the process which did not fit within the framework of the historic district. These issues and recommendations are intended to be an update to the Marquette-Schenk-Atwood Neighborhood Plan (1994).

PURPOSE AND SCOPE OF THE DESIGN GUIDELINES AND CRITERIA

This booklet is intended to provide design assistance for those owning or seeking to develop property in the 600 to 1100 blocks of Williamson Street. It provides a series of design and development guidelines and supporting ordinance text for neighborhood preservation, architectural renovations and new construction. The criteria are to apply to all exterior renovations and new development projects within the 600 to 1100 blocks of Williamson Street. For consistency, they are also to apply to the 600 to 1100 blocks of East Wilson Street, even though many of the parcels are out of the Historic District.

The design guidelines are to serve as a reference for property owners, developers, and neighborhood residents, and for public officials responsible for reviewing development plans within the area. The criteria are meant to address only the exterior appearance of buildings. The guidelines are not intended to prohibit creative approaches to individual building designs, or to promote architectural uniformity. The Design Guidelines & Criteria are intended to be adopted as a supplement to the 1994 adopted Marquette-Schenk-Atwood Neighborhood Plan. The criteria portion of the report will subsequently be incorporated by reference into the Third Lake Ridge Historic District criteria as an ordinance change.

Standards for Design & Preservation Williamson Street 600–1100 Blocks

The report is organized into design guidelines and criteria.

- A. Design guidelines will be used by the neighborhood in reviewing projects by City Boards and Commission and will provide the principles to evaluate merits of projects.
- B. Criteria will be adopted as an ordinance amendment to the Third Lake Ridge Historic District and must be adhered to. The criteria is administered by Madison Landmarks Commission.

HOW WERE THEY DERIVED?

While a number of previous planning efforts helped inform these guidelines, the guidelines themselves do *not* constitute a neighborhood development *plan*. that is, a document that

ascribes certain types of land uses to specific parcels. The relevant plans and studies that do prescribe the desired range and intensity of land use in the neighborhood—and which helped provide much of the planning and historical background for the guidelines—are listed below.

- *Third Lake Ridge Historic District Criteria*
- *City of Madison Housing Committee*
- *East Rail Corridor Plan (Phase I)*
- *Williamson Street: Historical Survey and Walking Tour Guide*
- *Marquette Neighborhood Center Master Plan (BUILD I)-2000*
- *Marquette – Schenk – Atwood Neighborhood Plan - 1994*

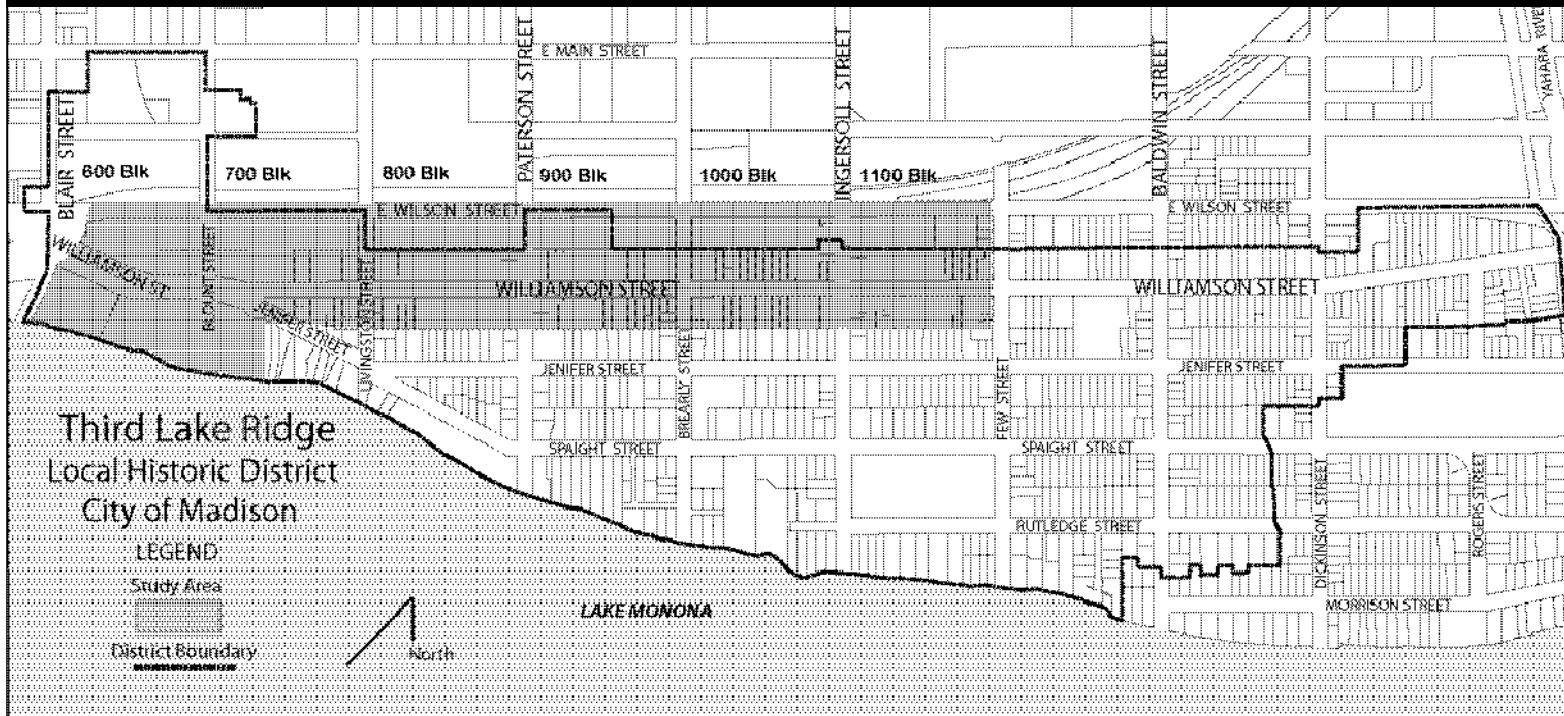
This report expands upon many of the concepts and recommendations previously set forth in the *Marquette*

743 WILLIAMSON ST.



- Elizabeth Zwank married Fred Steinsberger and lived at 743 Williamson Street. Photo: Courtesy of Betty Steinsberger.

MAP 1: BOUNDARIES OF LOWER WILLIAMSON STREET STUDY AREA



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Neighborhood Center Master Plan (2000). The report is designed to serve both as an addendum to the *Marquette-Schenk-Atwood Neighborhood Plan* (1994), while the suggested ordinance language included in Part II is intended to revise the historic preservation criteria currently in effect for the Third Lake Ridge Historic District. Enforcement of guidelines relating to land uses and dimensional standards, may require changes to neighborhood zoning.

PUBLIC INVOLVEMENT

In March of 2002, Mayor Bauman appointed, and the Common Council approved, a 12-member Williamson Street BUILD II Steering Committee (with two additional members as alternates). The Committee reflected the diverse viewpoints and groups within the neighborhood. The Steering Committee then began work, holding approximately 30 meetings and investing hundreds of hours carefully drafting this document.

In addition to the regularly scheduled meetings, which were publicly noticed and open to the public, there were five public forums designed to involve business and property owners and residents in the decision-making process. At three critical points in the process, public input was sought from the community and the business/property owners and are listed below:

- The first two public forums in May 2002, helped evaluate the community's concerns and desires, and to establish a common ground and vision.
- At the second two, in July 2002, the Committee presented work it had done based on the first forums and sought specific direction from the public.
- In November 2002 the last public presentation and discussion was held to share the draft plan, which integrated the comments, concerns, and changes from the previous public forums.

The guidelines were developed through a public participation process that included an all-day Neighborhood Vision Forum and a business and property owner round table in May of 2002. The Vision Forum included a neighborhood goal-setting exercise which asked the participants to verbally identify and rank various aspects of the neighborhood - both physical and non-physical—that contribute to its special character. The participants were then asked to relate their goals and values to specific physical attributes of the neighborhood by identifying a palette of desirable building forms, and land uses, that complement or support these values. This was done in the form of an architectural preference survey. Finally, participants were asked to match the desired build types to possible redevelopment sites within the study area, and to construct conceptual models of preferred building groups and block faces. The top neighborhood priorities are listed below and

- The lego exercises at the first public forum/workshop helped in developing height and scale recommendations for the study area.

FIRST PUBLIC FORUM/WORKSHOP - MAY OF 2002



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were established based on the above-described planning process:

- *Preserve historic structures and building groups*
- *Promote pedestrian friendly design*
- *Support diversity*
- *Support local businesses*
- *Allow contemporary, but historically compatible, architecture*
- *Allow moderate increases in residential density in appropriate locations*
- *Maintain and promote housing affordability*

The July 15, 2002, public presentation and forum at the Wil-Mar Neighborhood Center was heavily attended by approximately 100 people. A presentation of the design guidelines and criteria for preservation was made to the community. An open forum at which participants shared comments either orally or on written comment forms followed this. The most significant comments addressed the height, scale, and massing of new construction and the importance of preserving the existing housing along Williamson Street. The other major topic was how to keep housing affordable. The affordability issue emerged as a high priority for the community. There were also many opinions on the appearance of new buildings; whether they should reflect the historic nature of Willy Street or have their own unique character. The other area of concern was the preservation of Willy Street's unique character and personality.

The neighborhood presentation and the forum was followed up on July 24, 2002, at Madison Gas and Electric, with a meeting for the business and property owners in the area. This meeting also had attendees from the previous meeting along with the business community. The purpose of the meeting was to address the differing set of expectations for the development and preservation of Williamson Street.

NEIGHBORHOOD KIDS ON THEIR FRONT PORCH



The last community presentation and discussion was held on November 18, 2002; at the O'Keeffe Middle School. There were approximately 50 people in attendance at this public presentation and discussion. The Committee first presented the revised draft of the design guidelines and criteria for Williamson Street, which was followed by an open discussion. The attendees once again had valuable insights on how to improve the document. Generally speaking, the community seemed satisfied with the work of the Committee.

In addition to these public forums, fairly early in the planning process the committee distributed a questionnaire throughout the neighborhood. The results of the responses to the questionnaire can be found in the appendices.

Lastly, at the same time as the Williamson Street BUILD committee was working, the East Rail Corridor Committee was also developing their own plan, which included some of the blocks being studied by the BUILD group. Representatives of the BUILD committee appeared at two of

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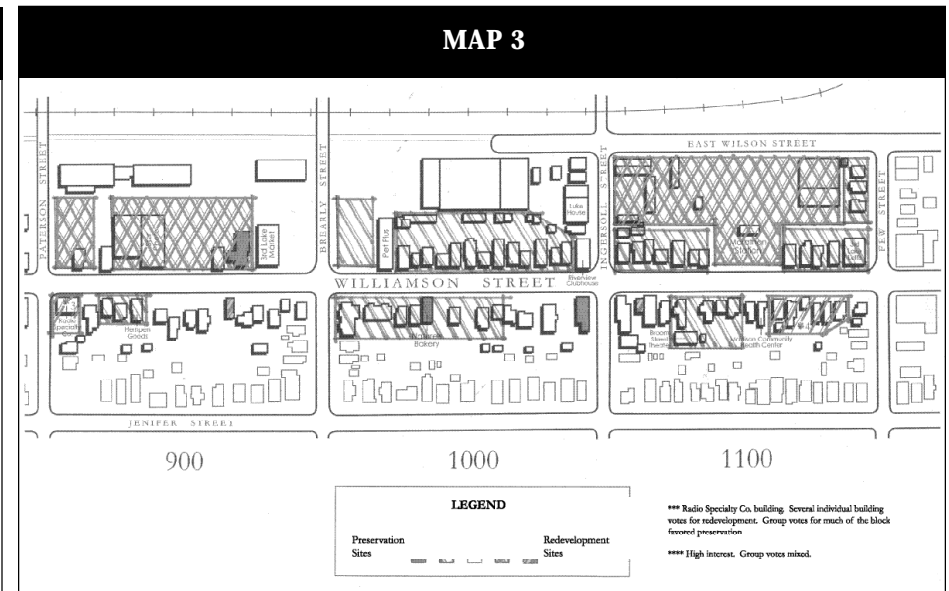
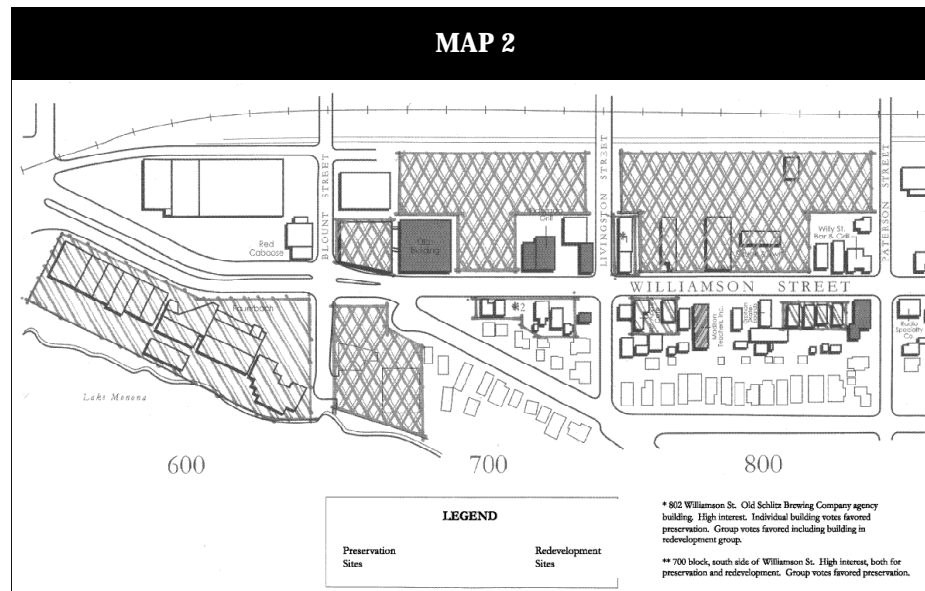
the East Rail Corridor Committee's meetings to present information about the status of their work, the public input they had received and the draft plan recommendations.

The composite map below reflects the generalized preferences for neighborhood preservation and redevelopment among those who participated in the May 2002 forum. It reflects the degree of consensus among participants for preserving the quality and character of certain blocks and building groups (■ ▨), as well as those areas where quality should be improved (▧ ▩). The map is not a detailed plan. Instead, it is a rough yardstick by which to gauge participant attitudes toward preservation and redevelopment in select areas of the neighborhood.

Additional background information for the standards was provided through a neighborhood survey; and a walking tour of the neighborhood involving members of the BUILD committee, City staff, and the consultant team.

ORGANIZATION

A discussion of overall neighborhood design principals and patterns begins on page 5. These principles are intended to provide an overall picture of design objectives for the neighborhood as a whole. These are followed by the design guidelines and criteria for preservation and new development respectively. Each of these topics begins with a set of general design guidelines that serve as general reference rules-of-thumb, and concludes with suggested changes to the historic preservation ordinances for the commercial zoned parcels on Williamson Street in the Third Lake Ridge Historic District. This section concludes with recommended changes to the Marquette-Schenk-Atwood Neighborhood Plan for the Williamson Street and part of East Wilson Street neighborhood.



B. NEIGHBORHOOD HISTORY AND IDENTITY

As one of the City's oldest neighborhoods, 'Willy' Street displays multiple layers of Madison's urban history. The Willy Street corridor forms the southern edge of the City's historic industrial belt, and is bisected by one of the main transportation spines of the east Isthmus. The industrial heritage of the neighborhood is reflected in such landmarks as Machinery Row, the 'stacks' of MG&E, and the remnant rail yards of the East Rail Corridor. In fact, several sites along the north side of the street between the 600-800 block were once occupied by the neighborhood's many wholesalers of farm implements, machine tools and related products. Earlier in the City's history, these manufactures represented the industrial base of what was, and remains, an otherwise institutionally oriented urban economy.

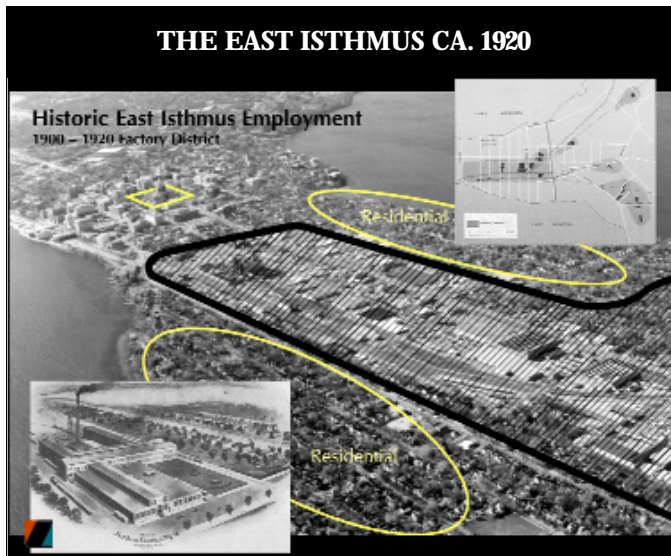
While most of the manufacturing activity in the neighborhood

has long disappeared, the sensibilities of local residents remains a proud combination of blue-collar, activist, and urbanist. A number of committed artists, artisans, blue-collar workers, dedicated urbanites, free thinkers, and other kindred spirits today call the neighborhood home.

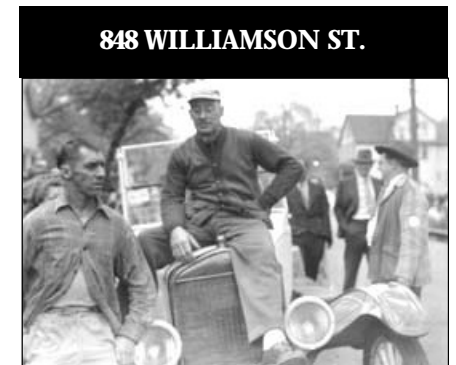
HISTORIC PATTERN OF DEVELOPMENT

The pattern of lots and blocks along Willy Street follow traditional urban precedents. Laid out in traditional grid formation, the blocks are typically 594 feet long and 264 feet deep and contain a mix of different land uses. Lots are deep and narrow, and homes are oriented in a tight pattern of gable ends facing the street. This pattern sets up a pronounced "rhythm" along major sections of the street where major groups of older housing remain intact. Commercial buildings were typically built directly on the front lot lines. Most blocks contain a blend of mostly two-story residential structures interspersed with a handful of mid-block commercial buildings. Most of these mid-block structures are also built close to the front lot line, whereas residential setbacks typically vary between five (5') to twenty-five (25') feet.

Since 1945, large sections of the north side of the 600, 700, 800 and 900 blocks have been redeveloped with primarily single-story commercial buildings and parking lots. This transformation has left sizable gaps in the neighborhood's urban fabric. Architecturally, the neighborhood is not dominated by any particular historic style. Most residential structures are simple frame dwellings or vernacular versions of Victorian era styles. Most commercial buildings are modestly scaled, have flat roofs, and are constructed of masonry.



■ Typical traditional storefront at 911 Williamson St. close to the sidewalk



■ Julius Vogel, day of foot race around Lake Mendota outside the Jolly Tavern. Photo: Courtesy of Gary Tipler

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NEIGHBORHOOD CONTEXT AND FORM

Because of its industrial heritage and proximity to downtown, the Willy Street neighborhood has always occupied transitional urban space. This is evidenced by the concentration of larger commercial and industrial buildings near the rail depots centered around South Blair Street and the south side of East Washington Avenue. The south side of the street and the eastern portion of the neighborhood, on the other hand, exhibit the much finer 'grain' of a traditional residential neighborhood.

THE OLD FAUERBACH BREWERY BUILDING



■ Stanley Hank Collection - WHS

LOOKING WEST FROM 900 BLOCK OF SPAIGHT ST. CA. 1874



The guidelines in this section address the broader relationship of the Willy Street area to Downtown Madison, the East Rail Corridor, and the entire east Isthmus. The unit of analysis is not specific lots but rather entire blocks, and how those blocks together, constitute a physically distinct urban district. These principles and patterns present some of the larger scale design concepts on which many of the more specific design guidelines for individual properties are based. Because the Third Lake Ridge Historic District Criteria and Design Guidelines focus on individual buildings, the difference in scale is more dramatic and apparent, therefore, the transition is more important to execute well.

FAUERBACH BREWERY, 653 WILLIAMSON ST.



■ Tin depicting the Fauerbach Brewery. The building at the corner had the Tasting Room. The photo was made available from the advertising tin collection of Mr. and Mrs. Julius Vogel. The complex was demolished in December 1967. Courtesy of: Gary Tipler

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851 - 853 WILLIAMSON ST. CA. 1900



Photo: Otto Breitenbach, courtesy of: Gary Tipler



Photo: Otto Breitenbach, courtesy of: Gary Tipler



Then and Now - Three designated landmarks on Williamson Street in the study area:

- Biederstaedt-Grocery (top)
- Machinery Row (middle)
- Madison Candy Company (bottom)

601 WILLIAMSON ST.



Photo: Courtesy of: Gary Tipler



744 WILLIAMSON ST.
CA. 1945



Photo: Courtesy of: John Martens



Part II

PRINCIPLES & PATTERNS FOR OVERALL NEIGHBORHOOD DESIGN

Principle

1 Preserve Transitional Neighborhood Scale

This provides a gradual change of scale between downtown and the neighborhood. It also helps preserve light and air for neighborhood buildings facing south. Where larger commercial developments adjoin groups of residential buildings, it is important to transition the scale of buildings to reduce the perception of mass and height that are out of character with the street.

a. Step Down

- Step down development density and building heights into the neighborhood from the edge of Blair Street eastward.

- Avoid drastic changes of scale between buildings on the same block.

b. Step Back

- Maintain nominally consistent heights between buildings on the north and south sides of the street.
- Step back taller buildings (and the upper stories of street-front buildings) away from the street-edge.
- Articulate the massing of larger buildings with varied



■ Workshop participants developing scale recommendations

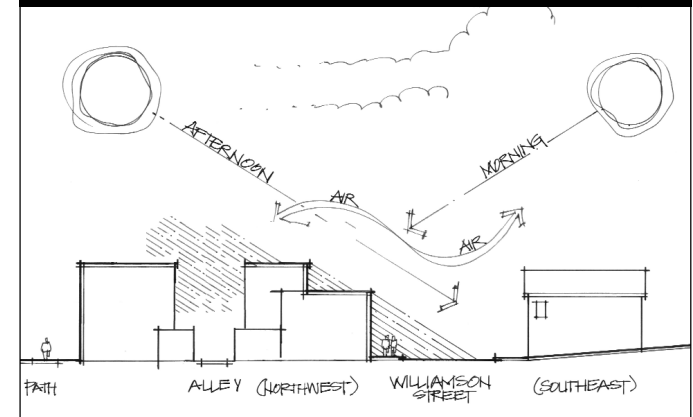
roof-lines and setbacks. Maintain the rhythm of visual breaks and openings in the block face.

Principle

2 Define Street Edges

- Preserve the distinctive development pattern with commercial buildings fronting directly onto sidewalks and residential structures set back from the street helps define the street edge and provides a measure of separation and privacy for residential units.
- Maintain a nominally consistent façade plane or 'building edge' for commercial buildings along the street.
- Unify neighborhood décor with landscaping/streetscaping materials and theme.

FIG.1: CROSS SECTION ILLUSTRATING STEP BACK AND BENEFITS



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Principle

3 Integrate, Connect, and Enclose Public Spaces

- a. Create pedestrian connections between parking areas, sidewalks, bike path, parks, and retail areas.
- b. Link the neighborhood with pedestrian passageways and streetscaping.
- c. Define outdoor spaces with landscape features, attractive edge treatments, and attractive buildings sides.

Principle

4 Mend Gaps in Neighborhood Fabric

- a. Redevelop vacant and nonhistoric sites in a manner appropriate to the scale and historic pattern of the neighborhood.

- b. Locate off-street parking to the rear, side, or beneath buildings.
- c. Consolidate or eliminate existing driveways on the north side of the street.

Principle

5 Accent Neighborhood Entries and Edges

- a. Invite pedestrian/bike path traffic into the neighborhood by creating distinctive trail-heads along side streets.
- b. Encourage using high visibility sites for distinctive, landmark-quality buildings.

FIG. 2: STREET EDGES AND CORNERS

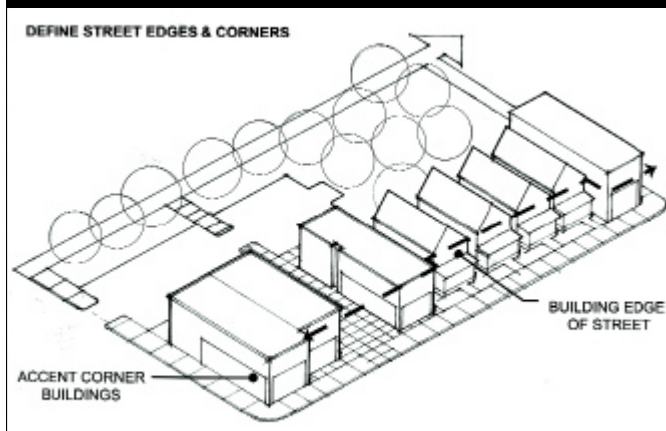
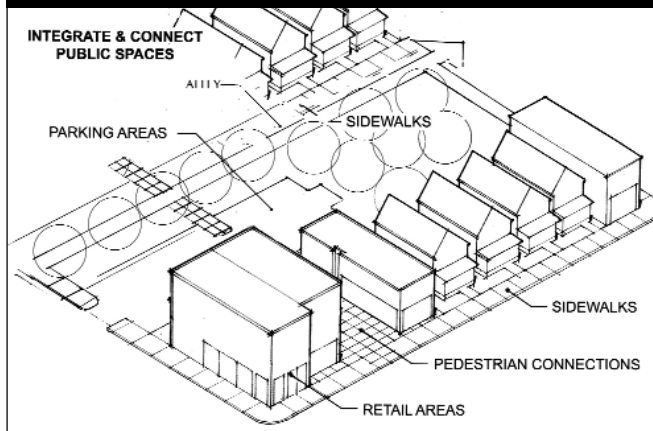


FIG. 3: CONNECTING PUBLIC SPACES

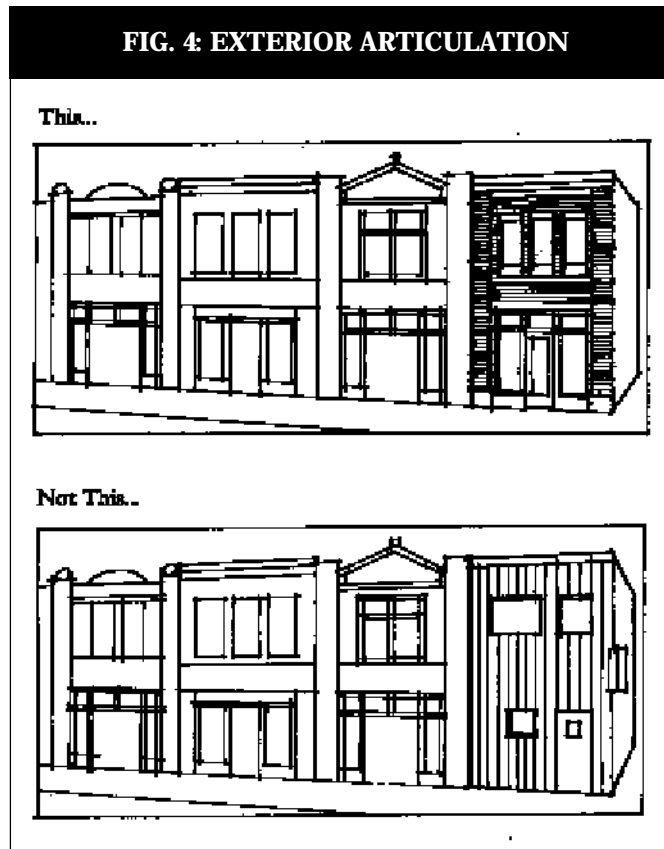


Principle

6 Preserve the existing building patterns and “rhythm” of buildings and exterior spaces

The pattern of historic building groups is prevalent on the south side of Willy Street and in other selective areas (See map on Page 8). Intact groups of historic structures should be preserved.

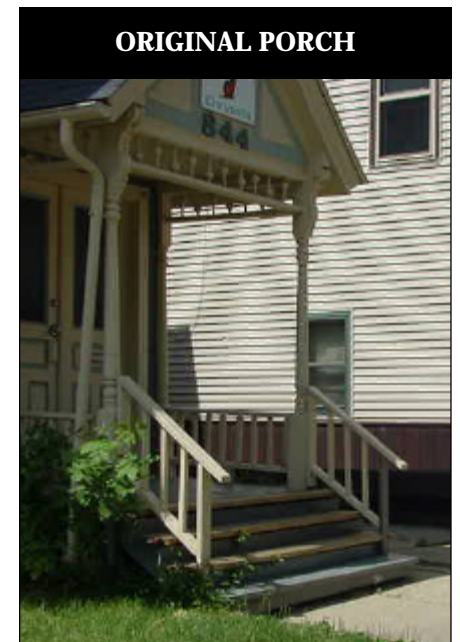
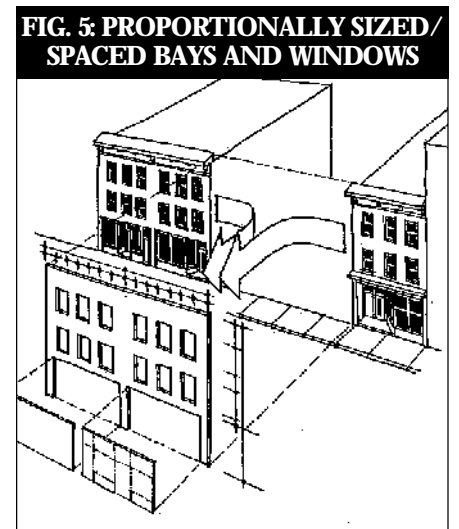
- a. Preserve significant historic building groups, and the historic pattern of neighborhood development.
- b. Help maintain existing affordable housing stock.
- c. Preserve craftsman/artisan traditions of the neighborhood.
- d. Vary or *modulate* the configuration and size of new development to conform to established (single-lot) development patterns.
- e. Gables and porches are the most prominent architectural features of Willy Street and encourage cohesiveness and the historical character of the neighborhood.
- f. Preserve the characteristic range of size of front and side yard setbacks.



Principle

7 Preserve the relationship between commercial and residential uses

- a. Maintain the overall proportion of commercial to residential space.
- b. Attempt to cluster new commercial space in commercial nodes on Williamson Street: The “Neighborhood Commercial Core,” or primary neighborhood shopping district, between Few and



■ Original porch at 844 Williamson St. adds to historic character of the neighborhood.

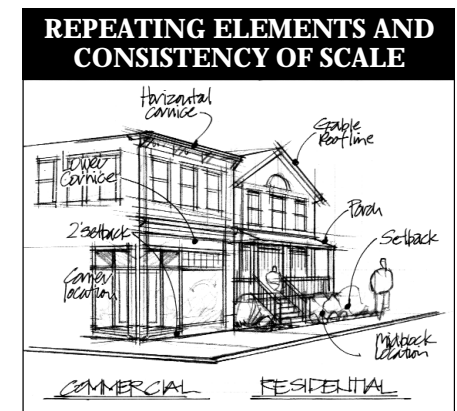
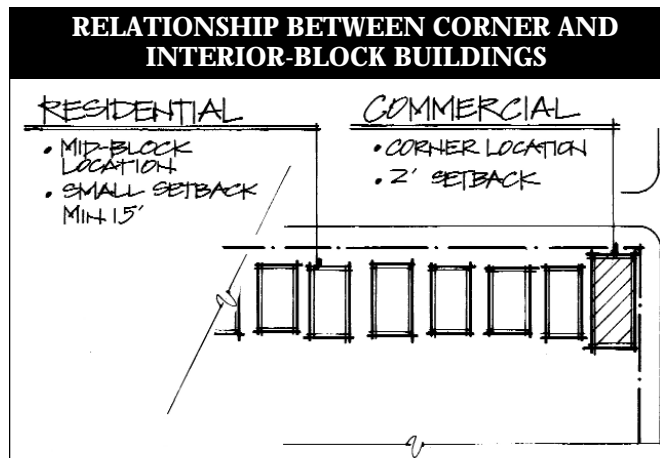
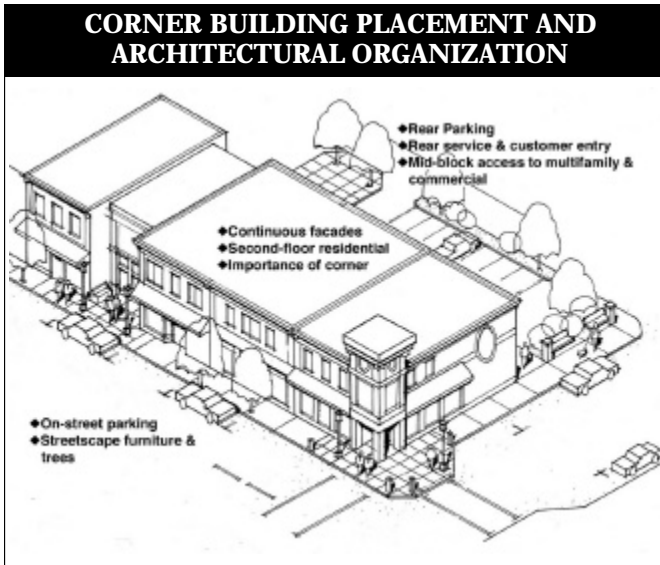
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Dickinson Streets; the Third Lake Market and surrounding area at Brearly Street; and to a lesser extent the Gateway Mall area at Blair Street, while preserving the other parts of Williamson Street for residential use.

In the adopted Marquette-Schenk-Atwood Neighborhood Plan, commercial or mixed-use development is encouraged to be located in these areas of high commercial concentration along Williamson Street. The goal was to increase the synergy among retail establishments in these areas while increasing the overall walkability of the retail/commercial area and preventing Williamson Street from becoming a commercial strip. This plan reinforces this concept but also recognizes that occasional mixed-use development is found in primarily residential sections of the street as well. The neighborhood's preference is to maintain the present eclectic arrangement but concentrate on new developments that provide additional housing.

- c. Commercial and mixed-use buildings are built directly on the lot line, and are often constructed of brick. These brick commercial buildings are further distinguished by their flat roofs that strongly contrast with the gabled roof forms and set back development pattern of adjacent residential structures. When they occur in largely residential blocks, they are usually found on the corners.



Part III

DESIGN GUIDELINES & CRITERIA FOR PRESERVATION, REHAB, & RESTORATION

A. DESIGN GUIDELINES

1. All Buildings

These general guidelines are intended to summarize key

preservation standards for the Third Lake Ridge Historic District. The general guidelines offer *quick-reference* rules-of-thumb for the restoration, rehabilitation, or preservation of existing buildings within the district. The general guidelines are followed by more detailed standards and regulatory criteria by which all restoration and preservation work in the district shall be actually evaluated. The criteria apply to all exterior renovations.

- Retain, repair, and replace original architectural features
- Ensure that all exterior alterations, including structural additions, complement the style, and form of the main structure as well as the historic scale and character of the neighborhood
- Preserve major architectural forms and styling associated with particular styles or periods of development



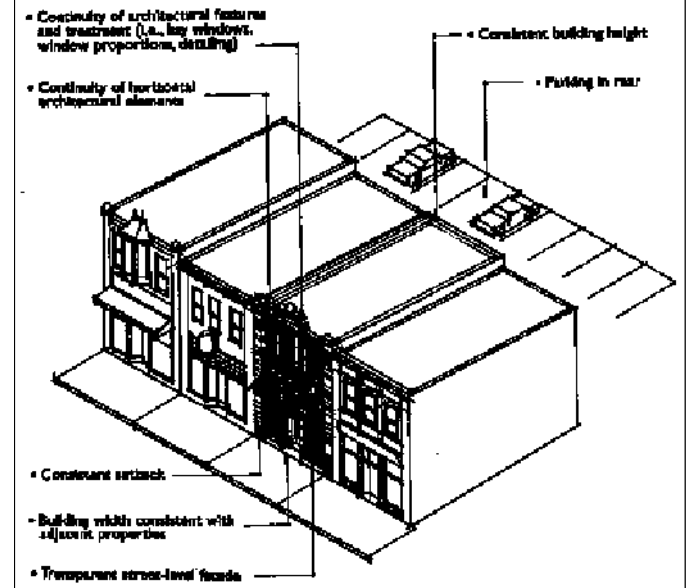
2. Commercial and Mixed-Use Buildings

- Retain the overall composition of the façade including architectural details
- Preserve the distinction between lower and upper stories
- Treat signs and other exterior accessories as important architectural elements

AWNINGS ADD COLOR, TEXTURE AND DEPTH TO A STOREFRONT



FACADE ORGANIZATION



B. CRITERIA FOR THE REVIEW OF ADDITIONS, EXTERIOR ALTERATIONS AND REPAIRS TO RESIDENTIAL BUILDINGS.

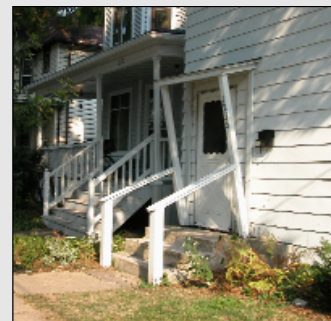
All additions, exterior alterations and repairs must be compatible with the historic character of



the building and the Third Lake Ridge Historic District. The criteria listed below are intended to maintain an historically accurate appearance. Modern materials that do not meet the exact requirements of the criteria but which duplicate the historic appearance may be considered on an individual basis in the variance procedure listed in Section 33.01(15) below.

- 1. Porches.** Porches that are original to the building, or that pre-date 1945 and blend with the historic character of the building, shall be retained, rehabilitated or rebuilt to match the original or historic architectural details. Porches on street facades may be enclosed with wood-framed screens on the condition that the railing must be retained or restored in a design compatible with the historic character of the building. Porches on street facades shall not be otherwise enclosed. If a porch is on a street facade and the owner can demonstrate to the Commission that it is beyond repair, then a new porch must be constructed in its place. Construction of new porches to approximate the dimensions of original porches is encouraged. All porches shall present a finished appearance, e.g., all floor joists shall be hidden from view and all porches shall be finished with ceilings and frieze boards. Porch ceilings shall have the appearance of narrow beaded

boards, unless another original material is approved by the Commission. First floor porch flooring shall be tongue-in-groove boards; carpeting and two-by-four decking are prohibited. All wood on exterior porches, except flooring and stair treads, shall be painted or opaque stained. All railings on porches shall be constructed of wood, or another material that duplicates the appearance of wood, with top and bottom rails. Bottom rails shall be raised above the floor level and shall be no higher than 3.5" from the floor. All balusters on porch railings shall be square posts, unless the owner can demonstrate to the Commission that a different design is original to the building, in which case it will be approved. If applicable codes require increasing the height of the rail, a two-part rail may be permitted if the bottom part of the rail matches the original architectural details of the railing. Railings on stairways may be either wood to match the railings on the porch or wrought iron with one-by-one plain vertical balusters. Twisted or other decorative wrought iron is prohibited. All balusters shall be constructed such that a 4" ball may not pass through the railing at any point. All balusters shall be located in between the top and bottom rail and shall not extend across the face of either. Siding on porch rails is prohibited unless the existing rail is sided. Porch posts shall be trimmed with decorative molding at the top and bottom of the posts. All porches and stairways shall be



- This remodeled porch does little to enhance character of the street or provide a more appropriate entrance to house.



- Porches are one of the most identifiable and important elements of older buildings.

enclosed between the frieze under the first floor and the ground with a framed lattice of cross-pattern design, narrow vertical boards or other openwork design. The lattice shall be designed such that a 3" ball could not pass through any portion of the lattice. All stairways shall have solid wood risers.

2. Decks. Decks in rear yards will be permitted provided that the design complies with Subdivision (1.) above (porches), except that tongue-in-groove flooring is not required. Decks in front and side yards may be permitted if they are not replacing an entrance porch, if they do not detract from the historic character of the building and neighborhood and if they comply with Subdivision 1. above.

3. Accessibility ramps. It is the intent of this section to permit accessibility ramps wherever possible, especially when required by ADA guidelines. Accessibility ramps will be permitted provided they are as inconspicuous as possible. Landscape screening shall be provided where possible. The details of such ramps shall not detract from the architectural character of the building. Metal rails with square vertical balusters shall be permitted.

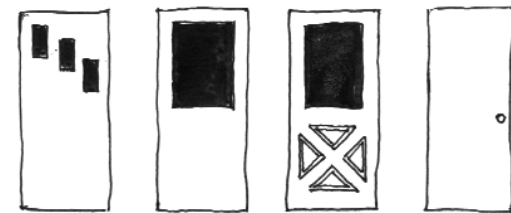
4. Windows. On the front facade and on the side facades within ten feet of the front facade, all original windows or pre-1945 windows that are compatible with the historic character of the building shall retain their existing historic size, appearance and trim detail. If any of the original windows or pre-1945 windows that are compatible with the historic character of the building have true divided lights (i.e., with small panes of glass between muntin bars), replacement sash shall duplicate the existing appearance and have either true divided lights, applied exterior muntins or muntins between the panes of a double-glazed window. If windows have been altered in

the past, restoration to the original appearance is encouraged. Original bay windows shall be retained and preserved to match the original appearance. On the sides of wood frame buildings not within ten feet of the front facade, and on rear facades of the building, the sills of windows may be raised to serve bathrooms and kitchens, but in other respects the design shall duplicate the original appearance of the existing window and surrounding wall. On the sides of the building beyond ten feet of the front facade and on rear facades of the building, new windows in locations where no window previously existed may be approved provided they retain a similar ratio of height to width as original windows on the building, are the same type of window as others on the building (e.g., double-hung or casement) and are trimmed and finished to match the appearance of the other windows.

APPROPRIATE DOORS



INAPPROPRIATE DOORS



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5. Entrance doors. If the entrance door is original or is pre-1945 and blends with the historic character of the building, it should be retained unless the owner can demonstrate to the Commission that it is beyond repair. Wood replacement doors may be approved provided they blend with the historic appearance of the building; unpaneled, modern-style doors, and doors with a fake wood grain are prohibited. All doors shall be painted or varnished.

6. Double or multiple doors. Double or multiple doors, such as doors leading onto patios or decks, may be permitted provided they have frames similar to full view doors. Raw aluminum or other metallic finishes are prohibited. Patio doors shall be painted or finished with a material that resembles a painted finish. Such doors on street facades shall be hinged doors, rather than sliding doors, and conform to the requirements for entrance doors above.

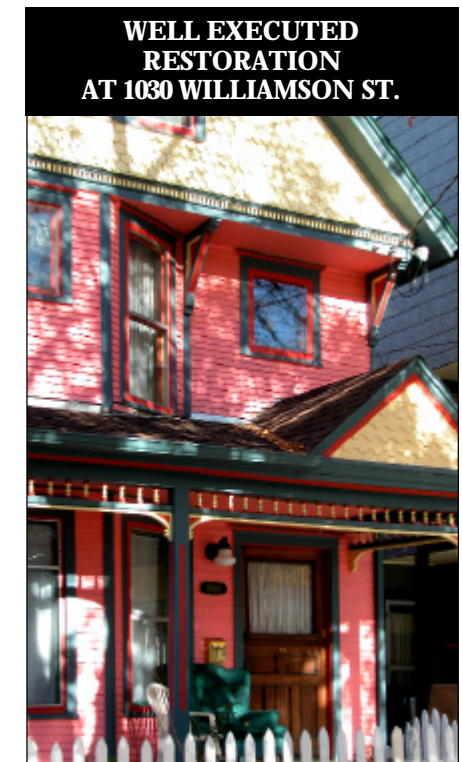
7. Storm windows and doors. Storm windows and doors shall be enameled, painted or otherwise coated with a colored surface to resemble a painted surface. Unfinished aluminum or other metallic finishes on storm windows and doors is prohibited. Painted or varnished storm doors of wood and glass to match the original design on the building or on similar buildings in the district is encouraged. Storm doors of simple design with no stylistic references may be used. Full view storm doors will be permitted. Storm doors with metal grills are prohibited.

8. Skylights. Skylights may be permitted on roof slopes provided that the skylight is not so obtrusive as to detract from the general appearance of the building and its location does not clash with the layout of the architectural features of the building. Skylights on any roof area not visible from the ground will be permitted. The design of

new skylights shall be as simple as possible, of the flat (not bubble) type, and finished to blend with the color of the roof.

9. Roof materials. Reroofing shall be done with asphalt shingles, fiberglass or other composition shingles similar in appearance to multi-layered architectural shingles, 3-in-1-tab asphalt shingles or Dutch lap, French method or interlock shingles. Thick wood shakes are prohibited. Vents shall be located as inconspicuously as possible and shall be similar in color to the color of the roof. Rolled roofing, tar-and-gravel, rubberized membranes and other similar roofing materials are prohibited except that such materials may be used on flat or slightly sloped roofs which are not visible from the ground. HVAC or other equipment that must be placed on the roof shall be as unobtrusive as possible, and screened from view as necessary.

10. Dormers and other roof alterations. New dormers shall match the appearance of original dormers in roof shape and material, width of overhang, siding, window design and trim details whenever feasible. If the original roof shape is not practical, another shape may be approved provided that it does not detract from the historic character of the building or the neighborhood. The ridge line of a new dormer shall not extend above the ridge line of the main roof of the building unless such higher roof line is not visible from the ground. Shed dormers behind existing dormers or gables on non-street sides of the building may be approved provided that the roof material, siding, window design and trim details match the original features of the building. Other roof alterations shall be compatible with the roof shape and other historic features of the building, such as siding and trim details, and shall not extend above the ridge line of the building unless such extension is not visible from the ground.



SIDING



■ A poor choice of materials detracts from the character of the building.

11. Chimneys. The exterior appearance of original or pre-1945 chimneys visible from the street shall be maintained in good repair. The removal of the exterior portions of chimneys visible below the roofline and chimneys that retain important architectural decoration is prohibited. Chimneys not visible from the street may be removed. New chimneys shall be constructed of brick, stone, stucco or other compatible material. Installation of metal chimneys and wooden boxed chimneys, visible from the street, are prohibited.

12. Siding. Restoration of original wood siding and decorative wall details is encouraged. Residing with aluminum or vinyl that replaces or covers clapboards or non-original siding on buildings originally sided with clapboards will be approved by the Landmarks Commission provided that the new siding imitates the width of the original clapboard siding and provided further that all architectural details, including, but not limited to, window trim, cornices, barge boards, fascia, moldings, brackets and decorative shingles or other decorative siding, shall either remain uncovered or shall be duplicated exactly in appearance, including matching the dimensions and shape of existing details, such as decorative shingles. This includes original elements found during the removal of later siding. Where more than one layer of siding exists on the building, all layers except the first must be removed before new siding is applied. If insulation is applied under the new siding, all trim must be built up so that it projects from the new siding to the same extent it did with the original siding. Soffits may be replaced or sided with wood or artificial materials provided the appearance of the proposed material matches as closely as possible the original appearance. Original brick, stone and stucco siding shall be retained. Unpainted masonry shall not be painted. Installation of artificial siding on such buildings is prohibited. Painting of

unpainted brick is prohibited. Mortar and other materials used in brick repair shall match the original in color, softness and appearance.

13. Foundations. All original foundation masonry, such as brick, stone or rusticated concrete block, shall be retained unless the owner can demonstrate to the Commission that significant repairs are required, in which case replacement with materials to duplicate the original appearance is encouraged. If duplicating the original appearance is not practical, other materials may be approved provided they blend with the historic character of the building and the district.

14. Additions. New additions on the front of the building are prohibited, except for open porches. Additions on the sides or rear shall be permitted if they are compatible with the building in architectural design, scale, color, texture, proportion of solids to voids and proportion of widths to heights of doors and windows. Additions and exterior alterations that exactly duplicate the original materials in composition are encouraged. Additions or exterior alterations that destroy significant architectural features are prohibited. Side additions shall not detract from the design composition of the main facade. Siding on new additions shall be the same as the building, unless the building is masonry, in which case narrow-gauge clapboards will be permitted. Foundation material on new additions shall duplicate the original foundation material whenever practical. Other foundation materials may also be permitted provided they do not detract from the historic character of the building.

15. Fire escapes and rescue platforms. Fire escapes and rescue platforms shall be located such that they are as unobtrusive from the street as possible. No fire escapes or rescue platforms shall be permitted on the front facade of a

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Williamson Street 600-1100 Blocks

building unless the owner can demonstrate to the Landmarks Commission that no other location is practical. The design of fire escapes and rescue platforms shall comply with the requirements of Subdivision 1. above (porches), except that balusters on fire escapes and second exit platforms may be metal with one-by-one plain vertical balusters, painted to blend with the colors of the house. Twisted or other decorative wrought iron is prohibited.

16. Lighting fixtures. Lighting fixtures that are visible from the street shall be of a design that is compatible with the historic appearance of the building.

17. Permanently installed air conditioners.

Permanently installed air conditioners shall be as inconspicuous as possible. Ground air conditioners shall be screened with landscaping where possible.

18. Shutters. The installation of new shutters requires approval of the Landmarks Commission. Shutters will be permitted provided that they are compatible with the historic character of the building and provided they are of a size and placement that, if the shutters were workable, would cover the window opening.

19. Repairs. Repairs to buildings shall either match the existing or the original appearance. Restoration to the original appearance is encouraged.

20. Alterations to post-1945 buildings. Alterations of buildings that post-date 1945 shall be compatible with the original character of the building and shall not detract from the historic character of older buildings in the district. Alterations that bring the building into compliance with the regulations of this section regarding siding, decks, foundations, porches, and the proportion of windows and doors, and proportion of solids to voids of the street facades of such buildings is encouraged. It is not the intent of this ordinance to create fake historic buildings, but to allow modern style buildings to retain their essential style while still blending with the appearance of historic buildings in the district.

A MODERN ADDITION THAT ALTERS THE ORIGINAL CHARACTER OF THE BUILDING AND INCLUDES AN INTRUSIVE SECOND EXIT STAIR



1122 WILLIAMSON ST. CA. 1950



Courtesy of Wm e Lottes Lacy

When rehabilitating existing commercial or mixed used buildings, the first consideration should be to restore the building's original visual character when possible. If not, using the traditional façade elements in the rehab is recommended to stay true to the spirit of the original building.

To the left is a photo of 851 Williamson Street, identifying the traditional façade elements:

- A. Parapet cap or cornices
- B. Vertical window patterns regularly spaced, usually double hung windows
- C. Store cornices with sign band or just above transom
- D. Sign band
- E. Transom
- F. Piers
- G. First floor display windows
- H. Recessed central entrance areas or angled entrances on corners of the block
- I. Kick plates or bulkhead as base to building fronts

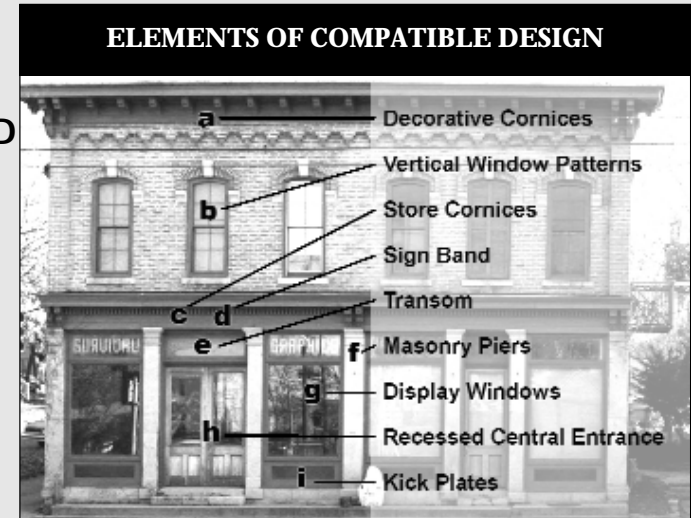
Doors are inherently the visual focal point of most buildings in the district. Providing an appropriate entry door adds significantly to the appearance of the building, while an inappropriate entry door detracts from the entire design of the facade.



C. CRITERIA FOR THE REVIEW OF ADDITIONS, EXTERIOR ALTERATIONS AND REPAIRS TO COMMERCIAL, INDUSTRIAL AND MIXED-USE BUILDINGS.

All additions, exterior alterations and repairs to commercial, industrial and mixed use buildings must comply with the regulations listed above for existing buildings erected for residential use. In addition, the following criteria shall also apply.

1. **First floor storefronts.** The first floor storefront elevation shall retain its basic composition of low kick panels and large shop windows surmounted by transom windows. All glass used in commercial buildings shall be clear and untinted. Pilasters of the main material of the building about a foot or so in width shall be retained. Kick panels should be no higher than 30" and shall have a raised frame around inset rectangular panels. Original or modern materials may be used. Transoms shall retain or replace the look of the original sash framing. Retention of glass in transoms is encouraged wherever feasible, although in certain conditions the use of another material may be permitted, provided it blends with the historic appearance of the storefront. Transom areas shall not be used for signage, except for signage that is installed on the inside of a glass transom. If such storefronts have been altered previously the current configuration may be retained unless a major remodeling of the first floor is



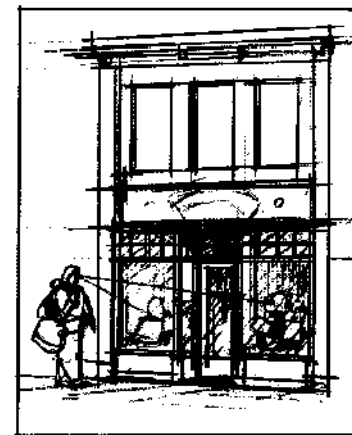
SCALE AND TRANSPARENCY

Performance Guidelines

- Building storefronts should be inviting to the public.
- Activity and displays inside the place of business should be visible to the street.

Design Guidelines

- At least 75 percent of the first floor street-side facade should be transparent (through the use of display windows).
- Establish a consistent first-floor height (storefront height) to establish a sense of scale for pedestrians.
- Rhythm of store front should harmonize with rhythm of upper stories.



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proposed, in which case it should be designed to reflect the original basic design configuration. Doors that enter onto the first story of the building shall be full view doors that are of wood or of a material that resembles wood. Other historic storefront door designs may also be permitted. Doors to second story stairways may either match the storefront door or may be of a more closed design to resemble wood paneled doors. Original storefront configurations or materials that differ from the basic scheme may also be retained or reintroduced.

If original, decorative cornices above the first floor fenestration shall be retained; if not original, such a cornice may be installed at the owner's discretion.

2. **Signage.** Signs should typically be placed in the wide panel extending across the storefront under the cornice. Other signage that meets Chapter 31 of the Madison General ordinances (sign code), such as hanging signs and signs on side walls, may be permitted provided that the signs do not cover architectural details or detract from the historic character of the building. Canvas awnings of the standard triangular shape shall be permitted. If signage is placed upon the awning, it shall not be so intrusive as to detract from the historic character of the building. Neon lighting may be approved, provided it does not detract from the historic character of the building. Interior illuminated signs and/or vinyl awnings are not permitted. Lighting for signs shall be with small unobtrusive fixtures or goose-neck lamps.
3. **Additions.** Additions to the sides of commercial buildings shall retain the basic composition of commercial buildings on Williamson Street (i.e., open glass storefronts, cornice, second story double-hung windows, top cornice, flat roof etc.). If the side addition

SIGN PAINTED ON INSIDE OF SHOP WINDOW



SIGN ON AWNING OVER STOREFRONT



is wide enough to have its own entrance, the addition should not duplicate the design of the existing building, but rather give the appearance of a different building, with the materials, architectural details, rhythm of voids (windows and doors) and solids (walls) reflecting with, but not necessarily copying, the design of the other commercial buildings on the street.



- .This is a good example of a door with sign graphics on a restored commercial building.

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- This is a good example of a restoration in progress at 801 Williamson Street, the old Schlitz Brewing Company's distributing center and stable.

Part IV

DESIGN GUIDELINES & CRITERIA FOR NEW CONSTRUCTION

A. DESIGN GUIDELINES

The guidelines below should guide all new residential and commercial development projects within the Third Lake Ridge Historic District. Part A. of this section provides a series of general reference do's and don'ts.

1 Reflect local building traditions without being falsely historic

All buildings should be products of their time. All new buildings should be contemporary in design but inspired from the basic forms and details of their historic surroundings. References to the historic pattern of neighborhood development should be reflected in the overall scale of construction as well as through the sensitive use of massing, articulation, materials, and structural forms.

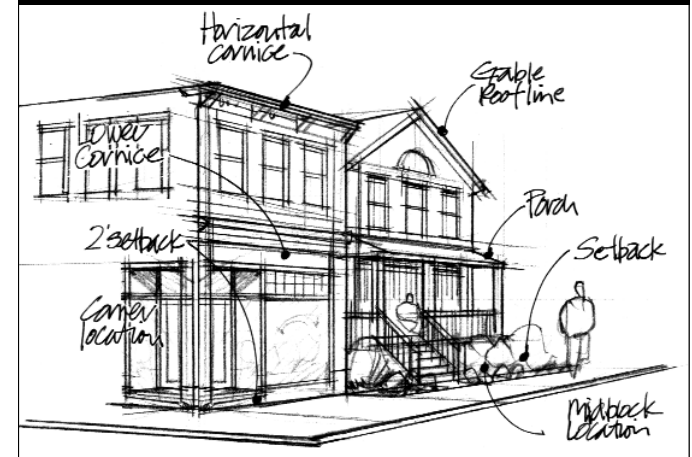
2 Do not “under design” or “over design”

The working history of the neighborhood is reflected in buildings that demonstrate an overall quality of workmanship and modesty of design. The architectural vocabulary of the neighborhood is one that does not extend to the subtleties of minimalism or the pretensions of “high style.” The aesthetic qualities of existing buildings is revealed more in their sturdy structural forms than in architectural frills. In general, new buildings should demonstrate strong attention to simple and familiar details, and be understated in overall design.

3 Incorporate design features that promote neighborhood interaction and connectivity.

Porches, stoops, projecting bays, balconies, and display windows in commercial buildings, all represent the types of building features that invite interplay between public and private space. The use of these familiar elements helps enliven the “street life” of the neighborhood, while allowing it to police itself more effectively. New buildings should continue this traditional neighborhood pattern by incorporating multiple “social” building features such as: ground level amenities, public gathering places, large windows, and recessed or covered entries.

HORIZONTAL ALIGNMENT BETWEEN UPPER AND LOWER STORIES

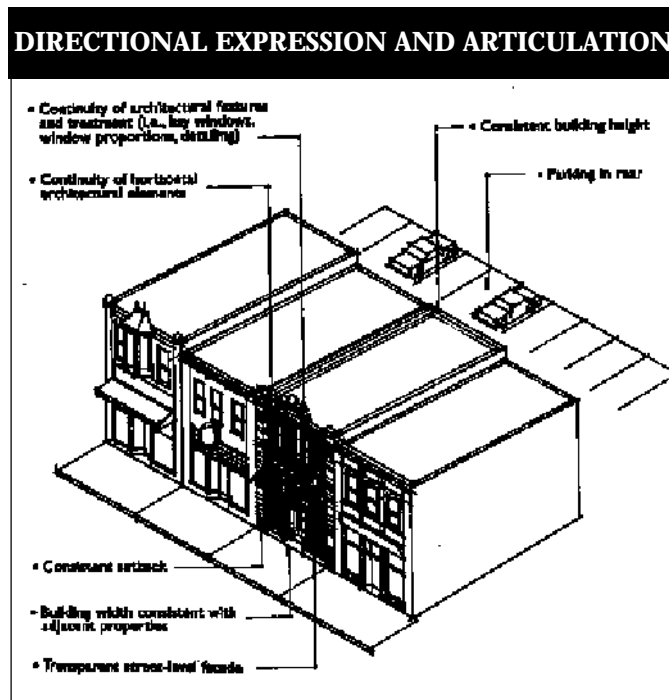


4 Modulate the scale and volume of larger buildings

New commercial buildings should reflect the size and movement speed of pedestrians. Visual interest can be created along the sidewalk through liberal use of windows, and various design accents to the street level architecture. The massing of larger buildings should be compartmentalized or broken up, to preserve the spacing and “rhythm” of existing building groups. Such devices as piers, pilasters, bays and other interruptions (e.g. protrusions and recessions) in the façade plane should be used to help break-down the horizontal expanse of larger footprint buildings. The vertical dimension of taller buildings should conform to the traditional design elements of: base, middle and top (see preservation criteria for commercial and mixed-use buildings), and be accented with horizontal elements such as cornices, beltcourses, and spandrels, as well as variations in surface materials and rooflines. All auto related conveniences such as garage doors, driveways, and parking should be placed to the rear or the side of all new commercial buildings. Building entrances should be emphasized with such features as recessed doorways, window signs and transoms.

5 Preserve sense of physical/visual continuity throughout the neighborhood

A common palette of locally familiar materials, facade treatments, massing techniques and spacing patterns represent just a few devices that help unify blocks and individual building sites. The window/door openings, horizontally aligned banding, and a pattern of visual breaks also helps provide continuity for a block face.



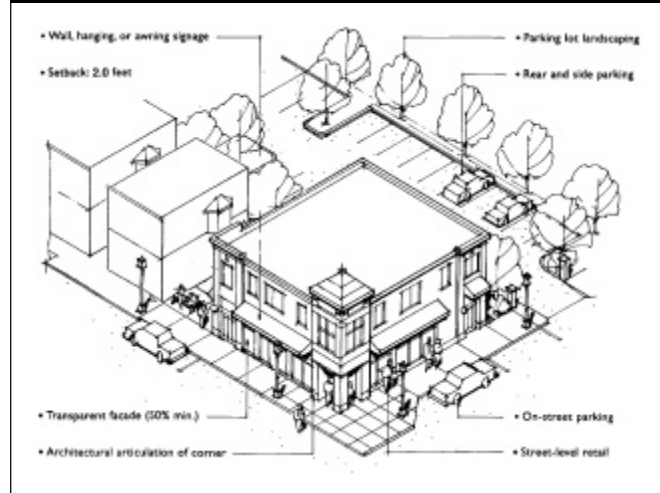
6 Use familiar proportions, dimensions, shapes and materials

Relate new buildings to older structures through the use of commonly sized, spaced, and shaped window and door openings. Exterior materials should consist primarily of traditional materials such as wood and masonry. Roof forms, and their directional emphasis, should reflect other neighborhood buildings of similar size, location, and use. Major design elements should draw from the vernacular traditions of the neighborhood and region.

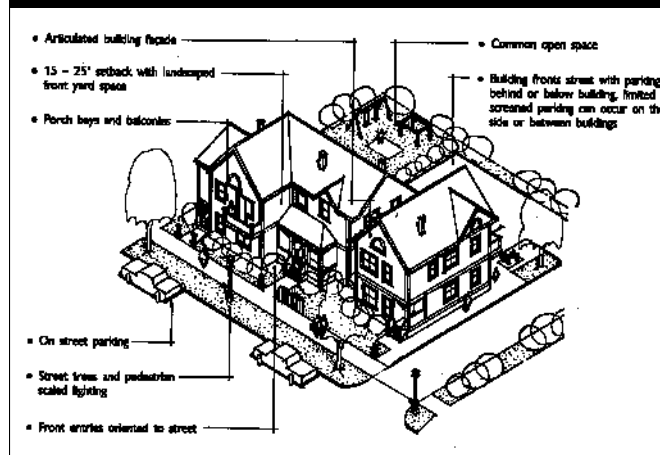


■ A new building on Regent St. that incorporates traditional design and varied setbacks to break up the mass.

CORNER BUILDINGS “ANCHOR” THE STREET



TRADITIONAL RESIDENTIAL BUILDING FORMS, MATERIALS AND MASSING



7 Seek precedents for unusual design features

The distinct urban character of Willy Street is attributable, in large part, to its many quirky or randomly placed urban design features including side-loaded porches, variable residential setbacks, raised-basement flats, and mid-block commercial buildings fronting directly onto the sidewalk. These features contribute to the eclectic atmosphere of the neighborhood without detracting from its overall sense of architectural unity. These architectural nuances distinguish Willy Street from the formal atmosphere of master-planned neighborhoods. As a general principle, unique or uncommon design elements are permitted in new developments provided that the overall form, massing, placement and major design details, draw from, or relate to, nearby buildings that either exist, or have historically existed in the neighborhood prior to 1945.

8 Commercial buildings

Consistent with Principle Number Seven (7) on Page 14 for overall neighborhood design, the standards listed below for the construction of new commercial buildings should be observed. The goal of the neighborhood plan was to preserve and strengthen the Main Street shopping areas with infill mixed use to prevent Williamson Street from becoming a commercial strip and to preserve the other parts for residential use.

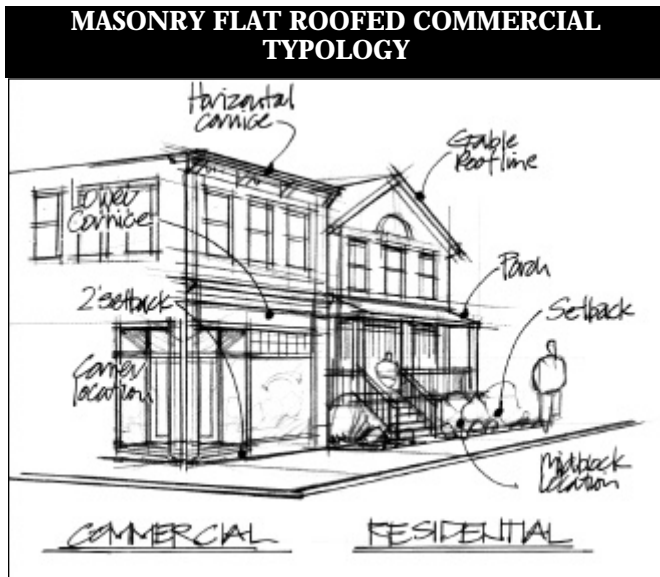
- Commercial buildings, particularly retail, should be concentrated in the major commercial nodes of the street.
- In all commercial buildings, mixed-use applications, with retail or other commercial on the ground floor and housing above, are encouraged.

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- c. The setback differences between commercial and residential buildings on Williamson Street should be preserved. Commercial and mixed-use buildings are usually built at or close to the front lot line, while residential buildings are set back between 5 and 20 feet. (In general, setbacks of residential buildings on the south side of the street are larger and more variable than those on the north side.)
- d. While the plan does not encourage the construction of brick flat-roofed commercial and mixed-use buildings outside the commercial nodes, those that are built should occupy the corners of the blocks.
- e. Facade treatments on street corners should effectively 'wrap' the corner by continuing the design motif along the side street elevation.

9 Design the sides, rear, and tops of buildings, not just the front facades

All visible building surfaces should carry the basic design motif of the front façade. Side and rear elevations should be more subtle in overall design in relation to front elevation. Rear entrances to commercial buildings should be inviting and assume a more relaxed posture in comparison to the main entrance. Roof profiles should be well defined with strong rooflines to terminate the vertical aspect of the structure. Outdoor utility systems, including roof-mounted systems, should be concealed with architecturally compatible enclosures or parapets.



B. SMALL-SCALE INFILL PROJECT GUIDELINES:

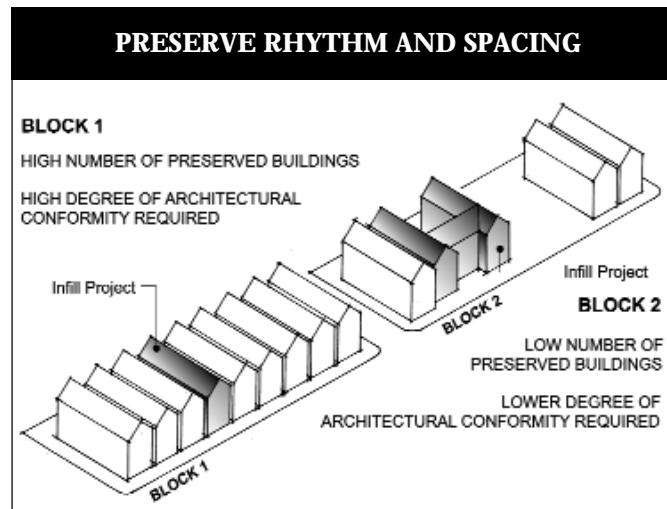
Extra care and concern should be given to infill projects within existing contiguous housing. The character and scale of Williamson Street is best defined by these houses. The two guidelines below address those issues.

10 Smaller Scale Infill Projects

Infill sites can be thought of generally as the “missing teeth” in an otherwise cohesive group of buildings that are associated by age, style, or development type. Infill projects are generally small-scale redevelopment projects consisting of either a single or double lot and generally not exceeding 50 feet of street frontage. The location of these sites among identifiable building groups demands that new structures be specially ‘tailor-fitted’ to established architectural settings.

11 Architectural conformity should increase with architectural concentration

Basically this means that use of historic forms, symbols, and details on new buildings should generally increase with the number of preserved buildings on a particular block. Accordingly, infill projects will generally require a high degree of architectural conformity with their immediate surroundings as compared to larger redevelopment sites where the visual relationships between nearby buildings may be non-existent or tenuous. Residential infill projects should observe the established scale and proportions of adjacent structures, as well as the traditional neighborhood pattern of front porches and gable-ends facing the street. Commercial infill projects shall be built two feet (2') from the front lot line, have flat roofs, narrow bays, recessed entries, large display windows and be constructed of materials recommended previously in this chapter.



C. CRITERIA FOR REVIEW OF NEW CONSTRUCTION

All new construction must be compatible with the historic character of the Third Lake Ridge Historic District. The criteria listed below are intended to promote construction that does not detract from the historic appearance of the neighborhood. It is not the intent of these criteria to create fake historic buildings, but to allow modern buildings to have their own style while still blending with the appearance of the historic buildings in the district. Modern materials that do not meet the exact requirements of the criteria but which are in harmony with the historic appearance may be considered on an individual basis under the variance procedure listed below.

1. Maximum height. The BUILD area has been divided into five zones with different height criteria (see map). The maximum heights permitted are as follows:

a. Zone I. New buildings shall be no higher than 2-1/2 stories, except for the following:

- On the north side of the 800 and 900 block of Williamson Street, flat-roofed three story structures shall be permitted.

b. Zone Ia. New buildings shall be no higher than 4 stories, except for the following:

- On the easterly 165 feet of the north side of the 600 block of Williamson Street, the height of new buildings shall be limited 3 stories in order to preserve the view of the capitol dome from the sidewalk at mid-700 block of Jennifer Street.
- On the south side of the 700 block one additional story, up to a maximum height of five stories may be permitted if the project meets the preservation or affordable housing bonus criteria described below. A bonus story, up to a maximum height of five stories, may also be permitted if a project incorporates significant publicly accessible green space along Lake Monona.

c. Zone II. The maximum height is three stories, with the following exception: In Zone II either affordable housing, preservation or structured parking bonuses may be used to allow an additional story up to a maximum height of four stories. (Note: The applicability of these bonuses is subject to the land uses prescribed under the City Zoning Ordinance.)

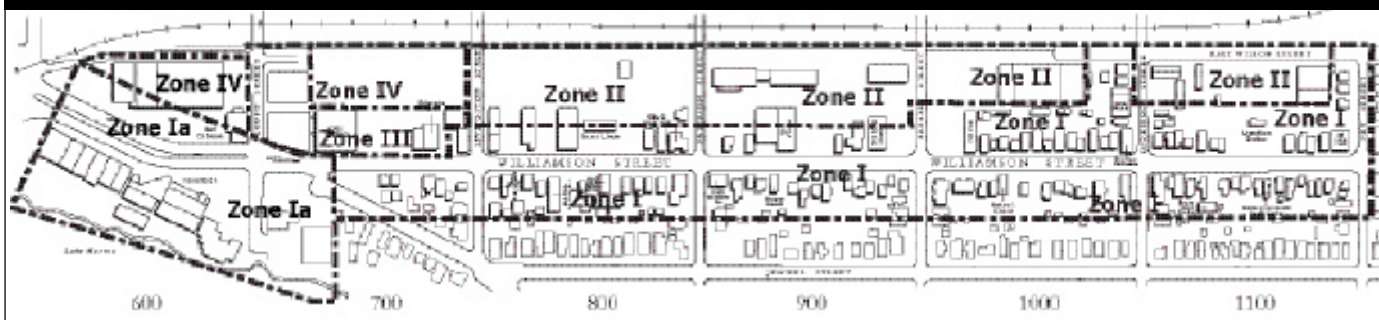
- Step back of fourth story. The intent of the step

Reconciling of the two neighborhood plans; Williamson Street 600-1100 Block Plan and the East Rail Corridor Plan.

Concurrent with the planning that produced the Williamson Street 600-1100 Block Plan, another plan was taking shape - the East Rail Corridor plan. While in general the East Rail Corridor plan dealt with properties directly to the north of the Williamson Street 600-1100 Block Plan study area, there was an overlap for the properties on the south side of the 600 - 1000 blocks of East Wilson Street. Each of the two plans had slightly different recommendations for those block faces. After the Williamson Street 600-1100 Block Plan was introduced to the Common Council for adoption, it became clear that both plans should be revised to reconcile the slight differences in the recommendations.

The Plan Commission and Landmarks Commission addressed the differences between the Williamson Street 600-1100 Block Plan and the East Rail Corridor plan. In essence the final resolution calls for the land use recommendations in the East Rail corridor plan to prevail and the recommendations regarding design guidelines and criteria in the Williamson Street 600-1100 Block Plan to prevail. (Adopting resolution is located on page 49.)

NEW CONSTRUCTION: HEIGHT ZONES FOR THE 600 TO 1100 BLOCKS OF WILLIAMSON AND WILSON STREET



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Williamson Street 600-1100 Blocks

Inclusionary Zoning

On February 3, 2004 an Inclusionary Zoning Ordinance was adopted by the City establishing how affordable housing is provided with new projects. The plan has an affordable housing bonus that is to complement the inclusionary zoning.

back of Zone II from Williamson Street in the 800 and 900 blocks is to ensure that a fourth story does not dominate the Williamson Street streetscape. The fourth story must be stepped back from the street such that it cannot be seen at sidewalk level from the opposite side of the street. In any case, the setback for a fourth floor in the 800 and 900 blocks of Williamson Street will be at least 45 feet from the property line for residential structures and 30 feet for mixed use, flat roofed structures. A variance may be allowed for projects that have lesser setbacks that will not be seen from the street.

- d. Zone III.** The height of a new building shall not exceed 54 feet or five stories, whichever is less.
- e. Zone IV.** A new building shall be no higher than 54 feet or five stories, except for the following:
 - In Zone IV a mix of affordable housing, preservation or structured parking bonuses may be used to allow additional floors, but no new

buildings, including those with bonus floors, shall exceed 85' in height from the street grade or 7 floors whichever is less.

2. Preservation, affordable housing, and structured parking bonuses.

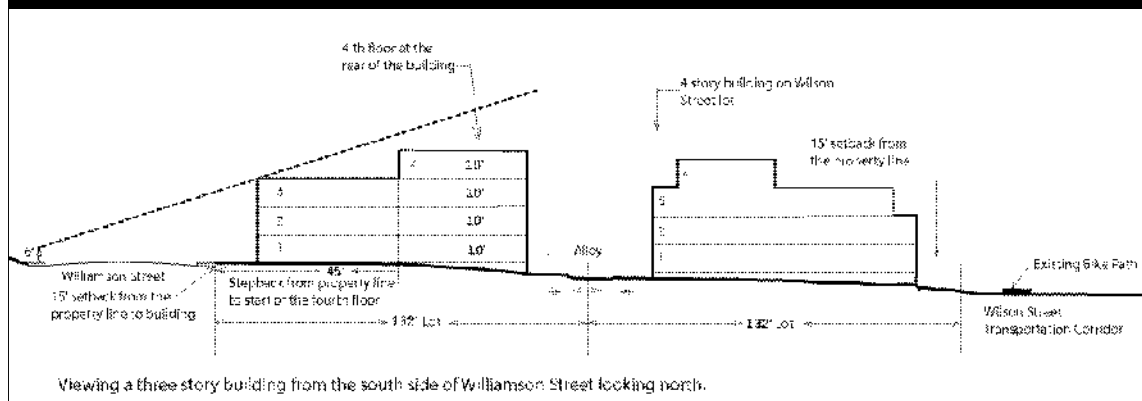
- a. Preservation bonus:** A preservation bonus may be granted on the same parcel or an adjoining parcel or parcels within the visually related area (defined in the ordinance as within 200 feet) in exchange for the substantial rehabilitation and restoration of any existing building in the district constructed prior to 1945. The preservation bonus for buildings up to 3000 square ft. will be an additional useable floor area up to 1-1/2 times the total floor area of the existing historic building. For buildings 3000-5000 square feet, the preservation bonus will be an additional useable floor area up to or equal to the total floor area of the existing historic building. For buildings over 5000 square feet the preservation bonus will be an additional useable floor area equal to the square footage of one level of the historic building. Bonus floor must adhere to maximum height rule.

Definitions for Preservation Bonus:

The substantial rehabilitation and restoration of a building must result in a marked improvement in the usefulness and attractiveness of a property, while maintaining and restoring the historic qualities and characteristics of the building. The historic qualities and characteristics should be significantly based on the records, documents and structural history of the subject property. Recent additions will not be eligible for inclusion in the floor area calculation.

- b. Affordable housing bonus.** For residential projects in Zone Ia, Zone II and Zone IV that

CROSS SECTION TO ILLUSTRATE THE STEP BACK FOR BONUS FLOOR ON THE NORTH SIDE OF WILLIAMSON ST.



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Williamson Street 600-1100 Blocks

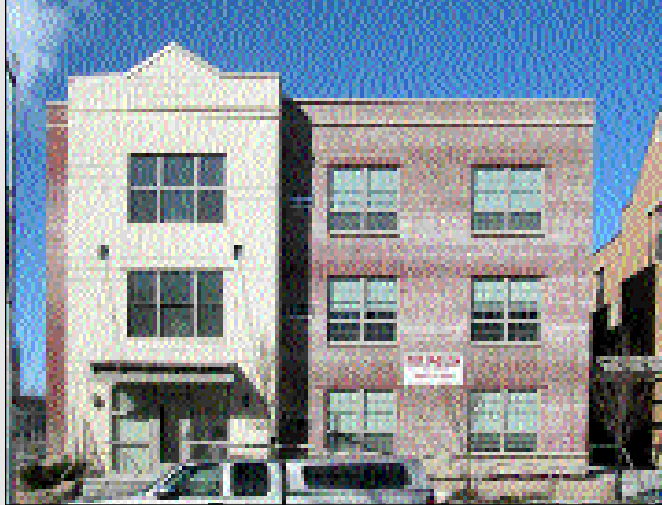
conform to the minimum affordability targets specified in the Marquette Affordable Housing Plan for Williamson Street, one additional floor above the maximum will be allowed. The affordability targets are based on the existing income distributions for the City of Madison and the Marquette neighborhood, and are computed separately for rental and owner-occupied (condominium) projects. They define the percentage of units of each size that must be affordable to individuals or families in several income ranges. For rental property these ranges extend from zero to 80% of median neighborhood income; for owner-occupied (condominium property they extend from 60% to 120% of median City Census tract 19 data, rather than County data will be used to compute income requirements. (see the Affordable Housing Plan in the BUILD 2 amendments to the neighborhood plan). (Note: All density bonuses are subject to the land use provisions of the City Zoning Ordinance.)

3. Structured parking bonus. In Zone II and IV, for non-residential projects, up to one additional story above the listed limits may be permitted if more than one floor of structured parking is provided. (Note: All density bonuses are subject to the land use provisions of the City Zoning Ordinance.)

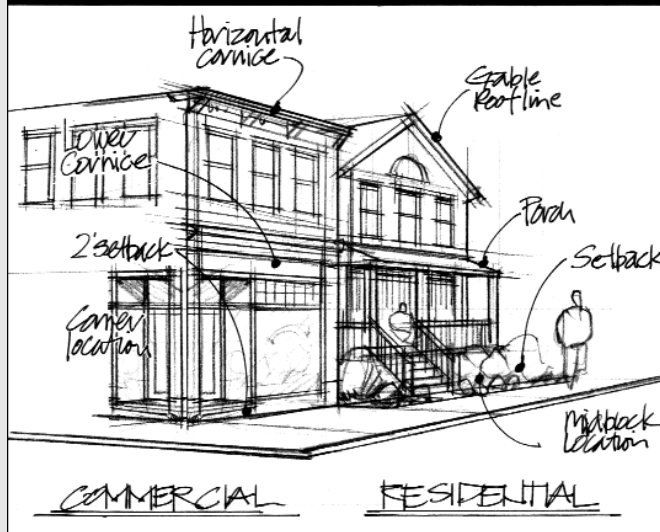
4. Massing all zones. New buildings shall be designed to reflect the patterns and rhythm of masses and spaces within the visually related area. The total mass of a new building shall be compatible with that of surrounding buildings. A building of larger than typical mass may be appropriate if it is broken into elements that are visually compatible with the mass of surrounding buildings.

a. Massing for residential buildings in Zones 1 and 1a. The street facades of residential buildings

**ACCENTUATING THE ENTRANCES AND
BREAKS IN FACADE HELP TO REDUCE MASS**



**TRADITIONAL COMMERCIAL/RESIDENTIAL
BUILDING SHAPES AND MASSING**



STEP BACK OF FOURTH STORY



■ New building in Boulder, Colorado with upper stories set back 24 feet is an example of a step back. The relationship between height, step back and set back can assist in providing sunlight and air circulation for adjacent buildings.

BLENDING NEW WITH OLD



■ A new building in Boulder, Colorado with traditional storefront proportions blends new with old.

shall be articulated with dormers, bays, porches, and other architectural details to visually reduce the apparent mass of the new building and to blend with the details of older existing residential buildings within the visually related area. Residential buildings shall have one or more porches and at least one entry door on the main street facade. The main front entrance shall be scaled large enough to be a focal point on the facade.

Larger residential buildings may be permitted, provided that the facade is divided into distinct masses no more than twenty-five (25) feet wide and provided that each distinct mass is off set from the others by at least five (5) feet. A new building shall be no wider than sixty (60) feet. Articulation and breaks in the facade must be sufficient to maintain the patterns and rhythm of masses and spaces of existing buildings in the visually related area.

b. Massing of commercial, and mixed-use buildings in Zones 1 and 1a. Articulation and breaks in the facade of commercial and mixed-use buildings must be sufficient to maintain the rhythm of masses and spaces of existing commercial and mixed-use buildings in the visually related area.

No building shall be wider than 60 feet.

5. Front yard setbacks in Zone 1 and 1a.

a. Commercial and mixed use buildings in the 600 through 1100 blocks: The setback of street facades for such buildings shall be two (2) feet from the property line. Setbacks up to eight (8) feet may be allowed to accommodate design for businesses that require outdoor retail space.

b. Residential developments, 600 through 1100

blocks: The front yard setback shall be no less than fifteen (15) feet, except that one-story unenclosed front porches may encroach up to six feet into the minimum setback.

Variation in the above requirements may be allowed in that a new building's setback should be related to the setback pattern established by the adjacent buildings and the existing context. If setbacks in a block are varied, new residential construction can be located at a setback that is the average of the setback distances of the five (5) adjacent residential buildings on either side, but no closer to the property line than six (6) feet regardless of the setback of adjacent buildings.

6. Side yard setbacks in all zones. Side yards on non-corner lots less than forty-four (44) feet in width shall be a minimum of four (4) feet in width, with the total of both side yards being no less than ten (10) feet in width. On non-corner lots over forty-four (44) feet in width, side yards shall be no less than six (6) feet in width with the total of both sides yards being no less than sixteen (16) feet in width. For residential side yards on a street face the minimum width shall be eight (8) feet for residential properties and or commercial and mixed use side yards on a street face the width shall be two (2) feet.

7. Rear yard setbacks.

a. Zones I, Ia and II. The minimum rear yard setback is thirty-five (35) feet or sixteen (16) feet if the building has underground or structured parking.

b. Rear Yard Setbacks in Zones III and IV. The minimum rear yard setback is ten (10) feet.

8. Open space requirements—all zones. Seventy (70) square feet of open space is required for each bedroom in the new development. Balconies built to a

Standards for Design & Preservation
Williamson Street 600–1100 Blocks

minimum size of four (4) feet by eight (8) feet, common outdoor roof top space and half of any interior community space can be included as part of the open space requirement. Configuration of such are recommended to take on traditional urban forms such as courtyards, gardens, and interior-block passageways.

9. Parking requirements—all zones.

a. Underground or structured parking. Parking shall be located underground or be placed in structures wherever practical. Structured parking shall not detract from the historic character of the district. Generally, structured parking should be located away from the street-front and be accessed from side streets or alleys. Parking structures facing Williamson Street should be set back from the street and be lined with first floor retail spaces. The architecture of these structures should meet all other design criteria for new construction.

Landscaping for parking structures shall include shade trees and three-season vegetation at a minimum.

Fencing and/or vegetation shall block the parking structure from view as completely as possible.

b. Surface parking lots. Parking lots shall be located at the rear of the building and access shall be shared with adjoining parcel(s) wherever possible. For residential parcels with twelve (12) or fewer parking stalls, it is recommended that the maximum drive access be ten (10) feet. For mixed-use and residential parking lots of thirteen (13) stalls or more, it is recommended that the maximum drive access shall be eighteen (18) feet (All such parking lots are subject to traffic engineering review and approval, and wider drives may be required). Landscaping for parking structures shall include a minimum five (5) foot landscaping screening bed or a wall of the same material on the building façade and

provide shade trees and three-season vegetation at the sidewalk.

c. Number of stalls required. For residential developments, there shall be a minimum of .75 vehicle parking stalls per dwelling unit. For commercial use less than 800 square feet there is no minimum parking requirement. For office use over 800 square feet there shall be one stall for each 1000 square. feet. Parking reductions may be considered under the City's current "Parking Stall Reduction Request" procedures.

d. Bike parking requirement. Bike parking will conform to the City Zoning Ordinance and will meet or exceed the underlying zoning for bike parking. In addition, heated space for bicycle maintenance and cleaning must be provided. The quality of landscaping around outdoor bike parking areas shall be at least equal to the other landscaping on the site. Bike parking racks must be attractive and securely placed; innovative designer bike racks are encouraged. A one-stall minimum of visitor bike parking per unit shall be provided.

10. First floor elevation in Zone 1 and 1a. For residential buildings, the finished first floor elevation at the front facade shall be between 18 inches to 48 inches above grade. For mixed use buildings, the first floor commercial level shall be at grade and/or shall meet ADA requirements for entrances. The intent is to have first floor entrances as close to the sidewalk grade as possible.

11. First floor storefronts on commercial and mixed use buildings in Zone 1, 1a. First floor storefronts shall be broken up into bays of a similar width to those on existing pre-1945 commercial buildings. The general historic pattern of large storefront windows, low kick

Standards for Design & Preservation
Williamson Street 600–1100 Blocks

The original designers of most of the older commercial buildings on Williamson Street followed a tried-and-true formula that remained essentially the same from the 1850s through the 1930s. To help create visual continuity and contribute to the historic character of the district, this formula should be respected. Within that formula contemporary or modern design elements are encouraged. Below are a lists of traditional façade elements to consider:

- A. Kick plates
 - B. First floor display windows
 - C. Piers to provide sides and to define multi-tenant store fronts
 - D. Transom and/or a sign band
 - E. Sign band with or without cornices
 - F. Store cornices
 - G. Vertical windows with equal spacing
 - H. Parapet cap or cornice to provide a top for the building
 - I. Recessed central entrance, or angled corner entrance on buildings at the ends of a block
-
- The 24 foot setback of the third floor of this new building in Boulder, Colorado maintains the two story height of the district.

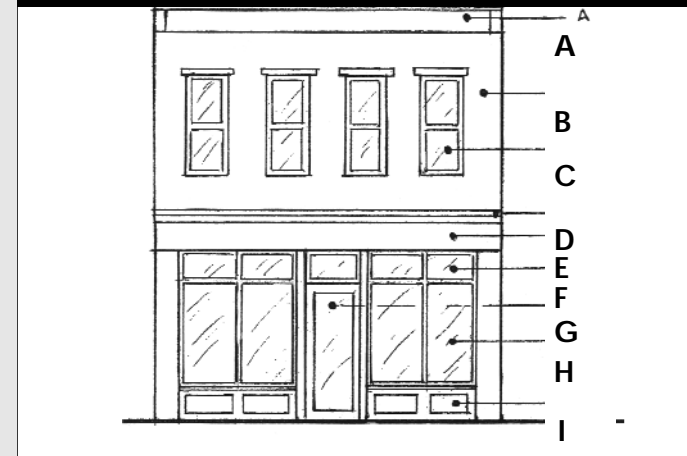
panels, transom windows, side pilasters and a cornice shall be used in new construction. For corner buildings, angled corner entrances are encouraged. For buildings with multiple commercial tenants, a sign band should be included in the design to maintain consistency in the building design.

12. Façades on Mixed-Use Buildings. Facades on mixed-use buildings should incorporate traditional design elements in new structures to help reflect historic patterns and relationships to existing structures in the district. Contemporary interpretations of traditional building elements will be considered. First floor storefronts shall be broken into bays of a similar width to those on existing pre-1945 commercial buildings. The general historic pattern of large storefront windows, low kick panels, transom windows, side pilasters and a cornice shall be used on new construction. For corner buildings, angled corner entrances are encouraged. For buildings with multiple commercial tenants, a sign band should be included in the design to maintain consistency in the building design.

a. Parapet caps or cornices should be incorporated to terminate the top of façade. Special corner features for such structures at the corner of the block which exceed height limits for the district along Williamson Street may be approved.

b. Window patterns. Upper floor window openings should be vertically oriented and regularly spaced. First floor window patterns should reflect the typical proportions in the district. Glass should be transparent; reflective or non-transparent glass is prohibited. (Decorative spandrel glass or other non-transparent glass for screening purposes may be approved upon special request).

ELEMENTS OF TRADITIONAL STOREFRONT DESIGN



AWNINGS OVER EACH WINDOW ADDS LIVELINESS TO THE STOREFRONT



THIRD FLOOR SETBACK



Standards for Design & Preservation
Williamson Street 600–1100 Blocks

c. Kick panels High quality materials and special focus on design details is encouraged. It is recommended that this area utilize higher quality materials and design. The first floor window sill height shall be 18" to 36" above grade.

d. Sign band or awning placement. Sign bands are required for multiple tenant structures and suggested for any mixed-use building. Externally illuminated signs are preferred, internally illuminated signs with only the individual letters illuminated are permitted with light levels appropriately subdued. Awnings are encouraged to be traditional angle shaped with valance. Colors for signage and awnings should complement the building and each other.

e. Façade rhythm and entrances. Primary entranceways should be easily identifiable as a focal point of the building. Recessed entrances are encouraged.

13. Siding materials in Zones 1 and 1a. All new buildings shall be sided with masonry, such as stone or brick, in sizes and textures to reflect the masonry on existing buildings in the district. Stucco or stucco-like materials, such as EIFS, may also be permitted on new buildings only. Residential buildings may also be sided with wood clapboards of a narrow gauge (5" or less), or artificial materials that closely duplicate the appearance of wood clapboards. Wood shingles or modern materials that duplicate the appearance of original wood shingles may be used on the upper half of residential buildings. Combinations of the above materials may be permitted.

14. Roof pitch and type in Zones 1 and 1a.

Residential buildings shall have a moderate to steep pitch, to reflect the pitches of existing residential buildings in

the district, or a flat roof. Pitched roofs may be either gabled or hipped. Commercial/mixed use buildings shall have a flat roof. Other roof pitches and types may be approved provided that the design is compatible with the older buildings in the visually related area (the visually related area is defined in the Landmarks ordinance as within 200 feet).

15. Roof materials in Zones 1 and 1a. Roofing materials shall be asphalt shingles, fiberglass or other composition shingles similar in appearance to multi-layered architectural shingles or 3-in-1 tab or Dutch lap, French method or interlock shingles. Sawn wood shingles may also be approved. Vents shall be located as inconspicuously as possible and shall be similar in color to the color of the roof. Rolled roofing, tar-and-gravel, rubberized membranes and other similar roofing materials are prohibited except that such materials may be used on flat or slightly sloped roofs that are not visible from the ground.

**A NEW CARRIAGE HOUSE DWELLING
UNIT IN THE 1400 BLOCK OF
WILLIAMSON ST.**



16. Accessory buildings in all zones. Accessory buildings, as defined in Section 28.03(2) of these ordinances, shall be compatible with the design of the existing building on the zoning lot, shall not exceed fifteen (15) feet in height and shall be as unobtrusive as possible. Accessory buildings shall be located in the rear yard wherever possible. Siding may either match the siding on the building or be narrow-gauge clapboard, vertical board-and batten or a high quality smooth stucco or stucco-like applied material. The roof shape shall have a pitch and style similar to the roof shape on the building. The roof material shall match as closely as possible or compliment the material on the main building.

17. Accessory dwelling units. Accessory dwelling units (ADUs) are apartments of not less than 400 square feet and not greater than 680 square feet. Accessory dwelling units are only a permitted use for parcels along Williamson Street in the Third Lake Historic District. Each parcel may have one principal building and one accessory building. The accessory unit may be a “granny flat” above a garage. The dwelling units must be under the same ownership as stipulated by the zoning ordinance. Rear yard setbacks for ADUs are a minimum of 4-feet or, if an alley is present, a minimum of 10-feet. Side yard requirements are a minimum of 4-feet. If existing structures are being used, the side and rear yards are to be reviewed by the Landmarks Commission to allow existing conditions depending on specific circumstances. The architecture must be reflective of the principal building. Home offices and

art studios are permitted subject to all zoning restrictions and provided they will be used exclusively by the residential occupant and not commercially leased or rented.

Standards for Design & Preservation
Williamson Street 600-1100 Blocks

Part V

DEMOLITION CRITERIA

In historic districts in Madison a demolition permit cannot be issued until the Landmarks Commission has approved the demolition. The Landmarks Commission weighs its decision against the criteria for demolition in the Landmarks Ordinance. The current demolition criteria are as follows [see MGO 33.01(5)(c)3].

STANDARDS FOR DEMOLITIONS

In determining whether to issue a Certificate of Appropriateness for any demolition, the Landmarks Commission shall consider and may give decisive weight to any or all of the following:

- a. Whether the building or structure is of such architectural or historic significance that its demolition would be detrimental to the public interest and contrary to the general welfare of the people of the City and the State;
- b. Whether the building or structure, although not itself a landmark building, contributes to the distinctive architectural or historic character of the District as a whole and therefore should be preserved for the benefit of the people of the City and the State;
- c. Whether demolition of the subject property would be contrary to the purpose and intent of this chapter as set forth in Sec. 33.01 and to the objectives of the historic preservation plan for the applicable district as duly adopted by the Common Council;
- d. Whether the building or structure is of such old and unusual or uncommon design, texture and/or material that it could not be reproduced, or be reproduced only with great difficulty and/or expense;
- e. Whether retention of the building or structure would promote the general welfare of the people of the City and the State by encouraging study of American history,

architecture and design or by developing an understanding of American culture and heritage;

- f. Whether the building or structure is in such a deteriorated condition that it is not structural or economically feasible to preserve or restore it, provided that any hardship or difficulty claimed by the owner which is self-created or which is the result of any failure to maintain the property in good repair cannot qualify as a basis for the issuance of a Certificate of Appropriateness.
- g. Whether any new structure proposed to be constructed or change in use proposed to be made is compatible with the buildings and environment of the district in which the subject property is located.

ADDITIONAL DEMOLITION CRITERIA

In addition to the current ordinance language, it is proposed that the following be added demolition requests in the area covered by this plan.

Only in extreme cases can demolition of any pre-1945 building in the Williamson Street neighborhood be justified. Demolition should not be permitted if the building contributes to the street's historic appearance unless the building is beyond all economically feasible repair as determined by the Commission. This evaluation shall be done by an analyst independent of the entity proposing demolition, and have experience with historic restoration.

- Whether the building or structure is within a grouping of similar buildings or structures that creates a distinctive pattern or historic rhythm of masses and spaces that would be significantly altered by the removal of one or more of its parts.

Standards for Design & Preservation
Williamson Street 600–1100 Blocks

- Whether the building contributes to the working-class architectural character of the neighborhood.
- Whether the building has been documented to have been strongly associated through historic ownership, family relationship or use with other buildings in the district that exemplifies social, family or business history.
- Whether the building has design features that exhibit ethnic tradition or building types.
- Whether the building has architectural characteristics associated with hand built buildings, such as hand-hewn timbers, scroll saw cut architectural trim, finished stone trim.

Part VI

VARIANCES

The Landmarks Commission is authorized to consider certain variances to the criteria in the five designated historic districts, provided that the proposed project will be visually compatible with the historic character of buildings within the visually related area [see MGO 33.01(15)]. The variance procedure is designed to prevent undue hardships caused by the application of the strict letter of the regulations and to encourage and promote improved aesthetic design but allowing for greater freedom, imagination and flexibility in the alterations of existing buildings and the construction of new buildings.

The current authorized variances are as follows:

1. To permit residing with a material or in a manner not permitted under this chapter.
 2. To allow additions visible from the street or alterations to street facades which are not compatible with the existing building in design, scale, color, texture, proportions of solids to voids or proportion of widths to heights of doors and windows.
 3. To allow materials and / or architectural details used in an alteration or addition to differ in texture, appearance and design from those used in the original construction of the existing building.
 4. To permit the alterations of a roof shape otherwise prohibited under this chapter.
 5. To permit the use of roofing materials otherwise prohibited under this chapter.
 6. To allow use of materials for new construction which use would be otherwise prohibited under Section 33.01(12)(f)1.b. (the University Heights area only).
- In addition to the current ordinance language it is proposed that the following be added for variances in the area covered by this plan.
- To allow the use of materials for new construction that would otherwise be prohibited under Sec. 33.01(12)(f)1.b. (*University Heights*) and under Sec. 33.01(11) (*Third Lake Ridge*) if those materials are of high quality.
 - To allow front and rear yard set backs for new construction on Williamson Street other than those prescribed elsewhere in this chapter should the site dictate an alternative setback.
 - To allow for massing for new construction, including buildings wider than 60 feet, on Williamson Street (otherwise prohibited under this chapter) but only if the proposed massing is compatible with that of surrounding buildings and reflects the rhythm of buildings and spaces within the visually related area.
 - To allow underground parking for residential buildings to encroach into minimum set backs to provide efficient space for parking dimensions, encroachment cannot exceed three feet in height above sidewalk grade and the encroachment cannot be any closer to the front property line than nine feet.
 - To allow for higher foundation measurements for unusual grade conditions.
 - To allow shallower fourth floor setbacks along the north side of Williamson Street that are provided they are fully screened from view at street-level.
 - On Williamson Street, variances may be requested for a surface parking lot on the side of a building provided the parking lot does not exceed forty-two feet (42') in width and provides a minimum of a fifteen-foot (15') wide landscaped screening bed between the parking lot and the street.

Standards for Design & Preservation
Williamson Street 600-1100 Blocks

Part VII

ADDITIONAL RECOMMENDATIONS FOR WILLIAMSON & EAST WILSON STREET CORRIDORS

This section goes beyond building architecture to suggest ways to accentuate, perpetuate, and preserve neighborhood character and use through the introduction of broader planning concepts. The purpose of this section is to highlight opportunities where a combination of careful land planning, historic preservation, public investment, exceptional design, and the application of the guidelines, could enhance the comprehensive design and function of the neighborhood as a whole.

Throughout the planning process issues and concerns were discussed that do not fit into design guidelines and criteria.

The following recommendations are to supplement the report and further advance and compliment the future development of the Williamson Street area.

1. RECOMMENDATIONS FOR WILSON STREET

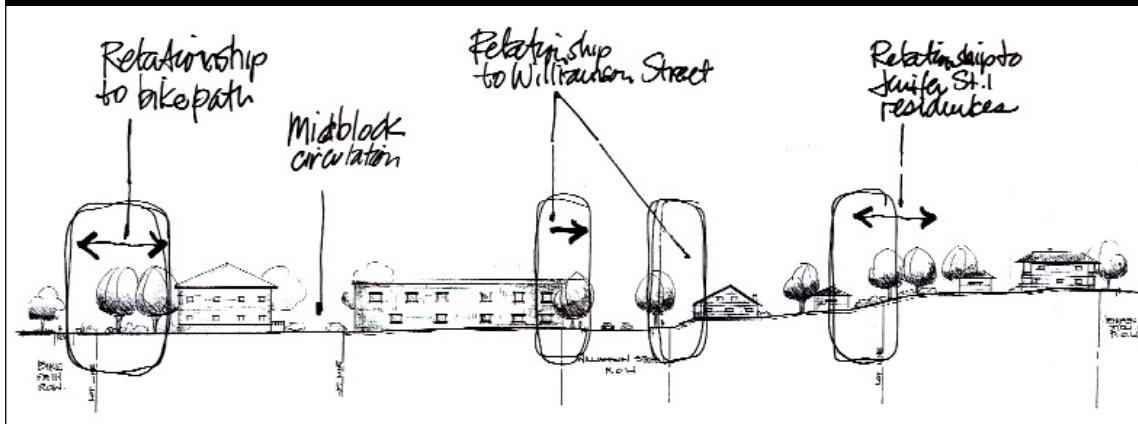
Off-street parking and good building access (e.g., alleys, lanes and rear entries) are lacking in much of the Williamson Street Corridor. The north side of Williamson Street may occur, providing improved interior block circulation and access is important to encourage the type and scale of development for this area.

- a. Mid-block alley system. The need for additional circulation is important to provide an alternative to Wilson Street, and to create lots that can be developed at a smaller scale. The intent is to encourage urban development patterns and form (such as flat roof buildings, walkup apartments, row houses, etc.) The recommendation is to encourage the City to officially map an alley way system on the south side of the parcels facing the 700, 800 and 900 blocks of Wilson Street (and Wilson Street extended) for use as a public thoroughfare. In addition, developers should dedicate, along the same street and street extension, appropriate space for an alley way system that would either remain in private ownership with cross-property easements, or become a public alley system for the use by residents, snowplows, garbage trucks, and other public services. The alley width is recommended to be 18 feet with a 3 foot terrace on one side and a 5' terrace on the other side, for a total minimum width of 26 feet.

BUILDING A MID-BLOCK ALLEY WILL ENCOURAGE SMALL SCALE RESIDENTIAL DEVELOPMENT BY PROVIDING REAR LOT ACCESS



RESIDENTIAL BLOCK CROSS-SECTION SHOWING THE RELATIONSHIP BETWEEN PRIVATE YARDS AND PUBLIC SPACES



Standards for Design & Preservation
Williamson Street 600–1100 Blocks

- b. Design standards on Wilson Street. For the area along Wilson Street, which is outside of the Third Lake Ridge Historic District, the design criteria proposed for the Third Lake Ridge historic district are recommended to be used as guidelines by City staff and boards and commissions in reviewing new development or renovation of existing structures.
- c. Land use for Wilson Street. It is recommended that the 800 through 1100 blocks primarily be developed for residential use, and the 600 and 700 blocks be developed as mixed-use developments.
 - Allows alley loaded parking, garbage collection and deliveries.
 - Reduces need for auto access (curb cuts) from Williamson Street which will increase on-street parking on Williamson Street.
 - Provides opportunities/access to rear dwelling units with development of lane or alley.
 - Allows rear entry of building fronting on Williamson Street.
 - Opportunities to tie development in the East Rail Corridor to the Williamson Street neighborhood.
 - Provide through-block bike/pedestrian passageways between side streets, bike trails, and Williamson Street.

2. ACCESSORY DWELLING UNITS

Accessory dwelling units (ADUs) are also described as granny flats, garage apartments or carriage houses. The purpose of allowing accessory dwelling units is to assist residential property owners to maintain and preserve the existing housing stock on Williamson Street by encouraging investment in both the existing home and a new accessory dwelling unit. This would allow an owner to improve the house and provide extra



income for the same parcel. Another goal is to increase affordable housing stock without the street appearing overbuilt and maintaining Williamson Street's mixture of affordable housing and diversity. (See Page 34 for criteria).

3. OFF-SITE AND SHARED PARKING

Off-site and shared parking may be approved with written agreements from adjoining property owners to share parking spaces. Shared parking spaces count towards the off-street parking requirements of all sharing parties.

4. SUSTAINABLE/ENVIRONMENTALLY FRIENDLY PRACTICES

Sustainable and environmentally friendly development practices. In the urban environment of the Williamson Street corridor, developers are encouraged to use sustainable and environmentally friendly practices to help contribute to the overall health of the neighborhood.

- a. Innovative or alternative roof materials may be approved provided that they contribute significantly to energy efficiency, recycling or durability and are in harmony with roofing materials of existing structures.
- b. Innovative or alternative siding materials may be approved provided that they contribute significantly to energy efficiency, recycling or durability and are in harmony with siding materials of existing structures.
- c. Outdoor lighting shall be compatible with the existing architecture of the area and will use designs that minimize light pollution and maximize energy efficiency.
- d. All parking areas shall use innovative design to minimize quantity of storm water runoff and maximize quality of storm water runoff from the parking area. Use of outdoor open space for storm water control and infiltration is encouraged.
- e. If new construction is adjacent to or near existing residential structures, rear lot setbacks should maintain or increase the existing amount of open space. Open space should enhance air flow and visually connect to rear lot space.

5. GREEN SPACE OR URBAN OPEN SPACE

Where practical and feasible, providing green space or urban open space in areas where the density is increased. This will encourage areas where people can gather in outdoor areas and will provide visual relief in denser urban settings. To improve park and open space in the Williamson Street area, support efforts to develop the East Rail Corridor Plan, especially as more residential units are developed.

6. STREETSCAPE AMENITIES

The preservation and restoration of buildings and sensitive construction of new buildings create the dominant elements along the Williamson Street corridor for both pedestrians and vehicles. The addition of streetscape elements, street furnishings, landscaping, paving treatments and pedestrian lighting, in the public right-of-way along Williamson Street corridor will help unify and enhance the setting for the street level activities. The recommendations below are to further support and enhance Williamson Street as a walkable neighborhood district.

- Street furnishings, landscaping and pavement treatments in the public right-of-way along the entire Williamson Street Corridor will unify and enhance the setting for street level activities.
- Provide traditional style pedestrian lights in the main shopping node, which is the 1100-1200 Blocks of Williamson Street.
- The existing trees were planted in 1979 and will soon need selective replacement to continue the tree-lined street. The recommendation is to request City Forestry Division to assist in the planting of new trees as needed.
- Encourage tree planting along the sidewalk on private property where space permits to supplement the street tree plantings.

Standards for Design & Preservation
Williamson Street 600–1100 Blocks

**PEDESTRIAN FRIENDLY STREET AMENITIES
INCLUDE PEDESTRIAN-SCALED
LIGHT FIXTURES AND BIKE RACKS**



- To help create a sense of place, look for art opportunities along the corridor and work with CitiARTS and local artists to both fundraise and place pieces of art.
- To support a walkable/bike-friendly environment, add amenities to the street like bike racks, kiosks and trash containers appropriately designed to add to the aesthetics of the corridor.

7. GATEWAY AND PROMINENT SITES

- Accent the historic character and identity of the neighborhood with neighborhood gateway in the 600 & 700 blocks of Williamson Street.
- Demand exemplary designs for new and restored buildings that terminate important views on public streets and sidewalks.
- Create need for landmark quality buildings on/near the Elks Club site and the north side of the 600 block of Williamson Street.
- Guide the transition between downtown and the neighborhood.

Part VIII

CONCLUSION & ADOPTING RESOLUTION

This Plan articulates a common understanding for the Williamson Street area that is sensitive to the existing historic character of the neighborhood while allowing new development to occur. The vision is translated into a set of design guidelines and criteria that will provide specific rules for renovating existing buildings and constructing new ones that are appropriate for Williamson Street. It also proposes recommendations to be incorporated into the Marquette-Schenk-Atwood neighborhood plan addressing items such as land use, parking, housing affordability, and the environment.

By actively involving residents, business owners, developers, property owners and other interested parties, a vision emerged that led to a set of principles, design guidelines and criteria intended to foster and achieve the goals stated in this report. The plan should benefit all parties by having the structure in place for preservation and development to occur in a coherent, comprehensive, efficient and fair manner.

Standards for Design & Preservation
Williamson Street 600-1100 Blocks

**A SUBSTITUTE
RESOLUTION** _____

Adopting the “*Design Guidelines and Criteria for Preservation: Williamson Street 600-1100 Blocks Plan*,” and recommendations contained within the Plan as a supplement to the Marquette-Schenk-Atwood Neighborhood Plan and directing staff to prepare revisions to the Third Lake Ridge Historic District ordinance.

Drafted By: Katherine Rankin, Planner III

Date: March 22, 2004

Fiscal Note: Adoption of this resolution has no direct budgetary impact beyond the commitment of available staff resources to the activities proposed in the plan and resolution. Any capital improvements contained in the recommendations would require further Common Council authorization.

Sponsors: Ald. Judy Olson, District 6

WHEREAS the adopted Land Use Plan for the City of Madison recommends the development of neighborhood plans for older, built-up residential neighborhoods located in the City; and

WHEREAS the *Marquette-Schenk-Atwood Neighborhood Plan* was adopted in 1994; and

WHEREAS the Third Lake Ridge Historic District ordinance was adopted in 1979; and

WHEREAS a Better Urban Infill Development (BUILD) grant was received from Dane County and matched by funds from the City of Madison, the Marquette Neighborhood Association and Greater Williamson Street Business Association, to study the 600-1100 Blocks of Williamson Street and develop recommended revisions to the Third Lake Ridge Historic District ordinance; and

WHEREAS the “*Design Guidelines and Criteria for Preservation: Williamson Street 600 to 1100 Blocks*” was prepared using the principles and recommendations from the Marquette-Schenk-Atwood Neighborhood Plan and the *Marquette Neighborhood Center Master Plan*, adopted in 2001 for the 1200 through 1300 Blocks; and

PRESENTED April 20, 2004

REFERRED Landmarks Commission,
Plan Commission, Board of Estimates, Urban
Design Commission, Ped-Bike-Motor Vehicle
Commission

REREFERRED _____

REPORTED BACK January 4, 2005

ADOPTED _____ POF _____

RULES SUSPENDED _____

PUBLIC HEARING _____

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

Comptroller's Office

SUBSTITUTE

RESOLUTION NUMBER _____

ID NUMBER 35954

Standards for Design & Preservation
Williamson Street 600–1100 Blocks

WHEREAS an Advisory Committee made up of two Marquette Neighborhood Association representatives, two Common Wealth Development representatives, one Greater Williamson Street Business Association representative, one Landmark representative, five property owners in the targeted areas, two residents in the area and the District Alderperson was established to develop the Plan; and

WHEREAS upon adoption of the plan the Williamson Street BUILD II Advisory Committee will be dissolved; and

WHEREAS the adopting resolutions for both the *Marquette-Schenk-Atwood Neighborhood Plan* and *Marquette Neighborhood Center Master Plan* request that the Planning Unit work with the Marquette Neighborhood Association and Greater Williamson Street Area Businesses to revise the Third Lake Ridge Historic District Ordinance to update and strengthen the criteria for rehabilitation and new construction of buildings; and

WHEREAS this plan has specific design criteria for demolitions, preservation, alterations and new construction in the 600-1100 Blocks of Williamson Street written in ordinance language to be incorporated into the Third Lake Ridge District ordinance; and

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby adopt the “*Design Guidelines and Criteria for Preservation: Williamson Street 600-1100 Blocks*” as a supplement to the Marquette-Schenk-Atwood Neighborhood Plan.

BE IT FURTHER BE RESOLVED that Planning Unit staff is hereby directed to prepare the necessary ordinance amendments to update the Third Lake Ridge Historic District Ordinance.

BE IT FURTHER RESOLVED that in specific regard to the 600 through 1100 blocks of East Wilson Street, the land use recommendations of the adopted *East Rail Corridor Plan* shall be designated as the recommendations for the East Wilson Street frontage of these blocks, and that the recommendations for these half-blocks contained in the “*Design Guidelines and Criteria for Preservation: Williamson Street 600-1100 Blocks*” plan shall be applicable only to the extent that they do not conflict with the land use recommendations in the East Rail Corridor Plan.

LANDMARKS AND HISTORIC DISTRICTS IN MADISON: PROCEDURES FOR PROPERTY OWNERS

INTRODUCTION

All exterior work on landmark buildings and buildings in historic districts that require a permit from the Department of Planning and Development must be approved by the Madison Landmarks Commission before a permit can be issued.

THE THIRD LAKE RIDGE

The Third Lake Ridge Historic District encompasses the oldest sections of the Marquette neighborhood. It extends roughly from Blair Street to the Yahara River and from Williamson Street to Lake Monona. It is an area noted for its variety of building types, including churches, a tobacco warehouse, corner groceries, tiny cottages, imposing mansions and a railroad depot. It was a place where a diversity of people—Germans, Norwegians, and Yankees—lived, worked and shopped. The historic district designation came about as part of a multi-faceted revitalization campaign undertaken by the Marquette Neighborhood Association, which included such things as beautification, economic development, zoning studies and traffic redirection. The Third Lake Ridge was designated Madison's second historic district in 1979.

HOW TO OBTAIN A CERTIFICATE OF APPROPRIATENESS FOR EXTERIOR RENOVATION AND ALTERATIONS

Before a building permit can be issued for a landmark or a building in a historic district, the Landmarks Commission

must approve the project and issue a "certificate of appropriateness" that certifies that the work will be compatible with the historic character of a building and/or its neighborhood.

PROCEDURE

The property owner should first determine if the project will require a permit. In general, screens and storm windows; painting; driveways and sidewalks; and landscaping (not including decks or other structures) *do not* require a building permit. If in doubt, call the Inspection Unit at 266-6558.

Second, the owner should determine if the project is of a type that can be approved by the Landmarks Commission's designees, who are staff people at the Department of Planning and Development. These projects include changes that will not alter the appearance of the building; restoration to an earlier, documentable appearance; most re-roofings; residing with clapboard, vinyl or aluminum that will mimic the look of the original siding and will not destroy decorative details; and gutters and down spouts that do not have a raw metal finish. If the project falls into one of these categories, call the Landmarks Commission staff, at 266-6552, who will then write an approval memo to the Inspection Unit so there will be no delay in the issuance of the building permit. The Landmarks Commission must review all other projects, including such things as windows that do not match the existing, new dormers, porch rails, decks and additions.

The Landmarks Commission staff is happy to consult with property owners on appropriate design alternatives or solutions to maintenance problems, etc. If you plan a large-scale project, you may wish to have the Landmarks Commission staff look at rough sketches or discuss ideas with you prior to the development of the final design.

Appendix A

Note: The City of Madison recently adopted an Inclusionary Zoning Ordinance on February 3, 2004.

HOW TO OBTAIN A CERTIFICATE OF APPROPRIATENESS FOR ALTERATIONS

Generally speaking the Landmarks Commission meets at 4:30 in the afternoon on two Mondays a month (a copy of the schedule can be obtained from the Landmarks Commission staff). In order for the Landmarks Commission to consider a project, 12 copies of drawings and/or other materials that clearly explain what the project will look like when it is done should be submitted to the Landmarks Commission staff no later than 10 days before the meeting at which you wish your project to be considered. There is no fee for Landmarks Commission review.

It is best for the property owner and/or the designer or contractor to be present at the meeting to answer questions. If, for some reason, the Landmarks Commission does not approve of a particular proposal, a compromise often can be developed at the same meeting, but only if the owner or a representative is there to discuss the project.

If the project is approved, the building permit can be issued as early as the next morning. If the Landmarks Commission denies a “certificate of appropriateness” for the project, the commission and its staff will be happy to assist the owner in developing a plan that will achieve the property owner’s goals and be sympathetic with the historic character of the building or neighborhood. If no agreement can be reached, the Landmarks Commission’s decision can be appealed to the Common Council. To date, no property owner has felt the need to do this.

The ordinances for the Third Lake Ridge include criteria for review that were developed cooperatively by the Landmarks Commission and neighborhood property owners. In rare instances, the Landmarks Commission can issue a variance

from the criteria.

For more information, see Madison General Ordinances **Section 33.01(13)** or contact the Landmarks Commission staff.

HOW TO OBTAIN A CERTIFICATE OF APPROPRIATENESS FOR NEW CONSTRUCTION

The Landmarks Commission usually meets on two Mondays per month at 4:30 in the afternoon (call the Landmarks Commission staff for a schedule of the meetings). In order to have your new construction project considered, the request for review should be submitted no later than 10 days before the meeting at which you wish your project to be discussed. The request should include 12 copies of the following information:

1. A description of the general purpose and intent of the project.
2. Site plans, existing and proposed. These should show the location of all buildings on the property and on all adjoining properties, property lines, streets and curbs, vegetation, parking areas, fences, screening and retaining walls, trash and storage areas, lighting, signage, and any other structures to be built.
 - Off-site and shared parking may be approved with written agreements with adjoining property owners to share parking spaces. Shared parking spaces count towards the off-street parking requirements of all sharing parties.
 - Elevations, existing and proposed. Elevations should show topography, design of proposed buildings and outlines of all adjacent buildings to show relationships between them, and the design of all other structures, including fences, retaining walls, screening, outdoor furniture, signage, and trash and storage structures.
3. All materials to be used should be specified.

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There is no fee for Landmarks Commission review.

The construction of a new building (not including accessory buildings like garages) in a historic district is usually the subject of much neighborhood interest and curiosity. In most cases, it would be wise to show your plans to the alderperson for your district, who may advise you to present your plans at a neighborhood meeting before the Landmarks Commission reviews the proposal.

Each historic district has criteria that the Landmarks Commission must follow in reviewing new construction projects. [In rare cases, the Landmarks Commission may issue a variance from the criteria. This is explained in detail in Madison General Ordinance Section 33.01(3). For more information, contact the Landmarks Commission staff.]

Appendix B

The Common Council adopted on February 3, 2004 an Inclusionary Zoning Ordinance that provides the base line for affordable housing for new construction.

The following guiding principles are an expression of the Marquette Neighborhood Association on what is important to them in evaluating affordability.

GUIDING PRINCIPLES FOR AFFORDABLE HOUSING

*Developed by Marquette Neighborhood Association
Affordable Housing Committee*

Preservation of existing older buildings has been a long-standing priority for the Marquette neighborhood. The overwhelming sentiment of the many people who have attended neighborhood BUILD meetings over the past year has reinforced the importance of historic preservation in the BUILD study area - to preserve the historic legacy of the Third Lake Ridge, to preserve the ambience of the street, and to retain the relative affordability of these buildings.

While preservation of older buildings is always the favored option, new construction can occur in several circumstances - as development of unutilized space; as replacement of existing structures that are deemed to have little or no historic and architectural value and which underutilize the space they occupy; as additions to existing structures that underutilize the space they occupy; and as a remedy for buildings that are judged to be beyond repair at a reasonable cost. All new construction, including affordable housing, must conform to height and massing specifications and must respect the integrity of existing structures, as well as the general ambience of Williamson Street.

This plan refers only to buildings on Williamson Street. It assumes that affordability issues for old and new housing on Wilson Street or its extension will be dealt with in plans for Railroad Corridor development.

An important criterion for all affordable housing in the study area, both new and old, rental and owner-occupied, is permanence. The application of any of the measures listed

below should include the principle that the affordability gained by such measures is long-term (at least 20 years) or permanent.

GOALS AND STRATEGIES

GOAL 1: PRESERVE AND ENHANCE AFFORDABILITY OF EXISTING HOUSING STOCK.

Strategy 1. For owner-occupied housing, identify sources of rehab funding for low- and moderate-income homeowners. Include a pay back clause upon sale of property that depreciates the value of the funding over the life of the rehab. (Comment: Not sure how this is supposed to work, or perhaps it just needs to be explained more effectively.)

Strategy 2. For rental housing, identify sources of rehab funding that is linked to maintenance of affordable rents in the property. Include a pay back clause upon sale of property that depreciates the value of the funding over the life of the rehab.

Strategy 3. For rental housing, encourage the city to offer (and property owners to accept) affordable housing and historic preservation easements that assess the property at use-value in exchange for maintenance of affordable rental rates.

Strategy 4. Aggressively enforce City code requirements for both rental and owner-occupied housing.

GOAL 2: MAXIMIZE THE AMOUNT OF AFFORDABLE HOUSING IN NEW CONSTRUCTION.

Strategy 1. Establish affordability guidelines for new construction that reflect the income distribution of the City of Madison and the Marquette neighborhood. (See Goal 3).

Strategy 2. Encourage the City to offer (and property

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owners to accept) affordable housing and historic preservation easements that assess the future property at use-value in exchange for affordable rental rates or condominium sale prices.

Strategy 3. Identify unique opportunities to build affordable units as additions (either upward or outward) to existing buildings.

Strategy 4. Encourage the use of TIF funding either for Williamson Street as a TIF district or for individual projects in the study area as a way to contribute to housing affordability.

Strategy 5. Encourage the use of such alternative models as limited equity coops and land trusts to increase the availability of permanently affordable property ownership.

Strategy 6. Facilitate the availability of such devices as low-cost mortgages and rent-to-own leases to increase affordable ownership opportunities.

GOAL 3. ADOPT AFFORDABILITY REQUIREMENTS FOR NEW CONSTRUCTION THAT ARE BASED ON STANDARDS THAT REFLECT THE INCOME DISTRIBUTION OF THE CITY OF MADISON AND THE MARQUETTE NEIGHBORHOOD.

The following tables are estimates, based on City and County data, of minimum percent affordability levels for various income ranges that are needed to reflect the present income distribution of the City of Madison and the Marquette neighborhood. (Note: At the time these tables were constructed data for median county income were used to estimate targets. When Census 2000 data are available for the city they will be recalculated to more accurately reflect city and neighborhood income distribution.)

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FOR RENTAL HOUSING:

MINIMUM RENTAL TARGETS	PERCENT OF DANE COUNTY MEDIAN INCOME (MCI)	ANNUAL INCOME	MAX. RENT	TARGET
First Target Level between:	0% MCI	-	-	10%
	50% MCI	\$23,813	\$595	
Second Target Level between:	51% MCI	\$24,424	\$611	15%
	60% MCI	\$28,575	\$714	J.
Third Target Level between:	61% MCI	\$29,187	\$730	15%
	80% MCI	\$47,625	\$1191	

FOR OWNER-OCCUPIED HOUSING:

OWNER-OCCUPIED TARGETS	PERCENT OF DANE COUNTY MEDIAN INCOME (MCI)	ANNUAL INCOME, FAMILY OF THREE	MAX. HOME LOAN, FAMILY OF THREE	MIN. TARGET
First Target Level between:	60% MCI	\$36,713	\$90,471	25%
	80% MCI	\$48,950	\$120,627	
Second Target Level between:	81% MCI	\$49,562	\$122,135	25%
	100% MCI	\$61,188	\$150,786	K.
Third Target Level between:	101% MCI	\$61,800	\$152,293	25%
	120% MCI	\$73,426	\$180,943	

SURVEY RESULTS

Of the 87 persons who responded to the survey two-thirds are homeowners in the neighborhood, although some of those homeowners are also business or landowners. Nearly 80% of the respondents live in the Marquette Neighborhood. Most respondents, over 60%, either live on Williamson Street, 24.1%, or within two blocks of it, 36.8%. More persons living outside the Marquette Neighborhood responded to the survey, 18 or 20.7%, than did neighborhood residents who do not live within two blocks of Williamson, 16 or 18.4%.

There are some significant differences in the attitudes of respondents according to their status (renters, homeowners, business owners, landowners, and others), as well as according to place of residence, within or outside the neighborhood. For a simple random sample confidence in these differences would be at the 95% level but, since this survey was not based on a random sample, confidence cannot be determined precisely.

In summary respondents highly value the diversity, character, and history of the 600 to 1100 blocks of Williamson Street while finding that abandoned and poorly maintained buildings, as well as traffic congestion and a lack of parking, are detractions. Land owners and nonresidents tend to give less importance to the retention of existing buildings, the contribution of a building to the ambience or mood of the street, a building's relationship to nearby structures, the height of new buildings being commensurate with the height of nearby structures, and the mass and scale of new buildings being consistent with surrounding structures than do other respondents. Respondents consistently do not support the replacement of existing older housing with higher density housing. However, they do very strongly support the retention of low- and moderate-income housing in the 600 to 1100 blocks of Williamson Street, and to a lesser extent the pricing of new housing to be affordable to a wide range of incomes and the exploration of resources for increasing affordability by developers. Again, land owners and nonresidents agree less

with developers exploring resources for increasing affordability. Most respondents would like a mix of owner and renter tenure in existing buildings, as well as a mix of condominiums and rental units in new housing.

A complete report on the survey can be found on the Third Lake Ridge web site: www.thirdlakeridge.org under the title of B.U.I.L.D. with the survey results listed in the July11 Survey Questionnaire Results (.doc) and the survey itself listed in June 20 Community Survey/Questionnaire (.doc)

Appendix C

