

4 SPRING HARBOR DESIGN GUIDELINES

These design guidelines have been included as recommendations in the neighborhood plan in order to help communicate neighborhood priorities for physical development on key commercial sites within the neighborhood. They are intended to build on the existing City of Madison Urban Design Guidelines for Design District #6. These guidelines follow the principles of the City guidelines and corresponding ordinances, but add more specific substance and direction for areas within the Spring Harbor neighborhood.

When implemented, the guidelines can help to create a sense of place specific to Spring Harbor Neighborhood as well as to the City of Madison. The Spring Harbor Neighborhood is a gateway neighborhood for the City, for both visitors passing through and to everyday commuters. In addition, University Avenue acts as both an urban arterial and a connection between two sides of a neighborhood.

The guidelines assist in facilitating both public and private improvements that will enhance these features.

Guidelines have been created for three specific sites, a community mixed use district and Employment (CMU and E), a neighborhood mixed use district (NMU), and University Avenue Corridor. In addition, there are overall guidelines that should be incorporated into both the CMU and NMU districts.

For the most part, these guidelines are directed towards redevelopment that will happen along University Avenue. These guidelines are also directed at improving existing commercial properties along University Avenue with improvements such as landscaping, sidewalk improvements, signage, and shared parking.

Photographs have been provided as examples of good design and creative solutions that should be considered in the redevelopment and rehabilitation process.

Overall Design Principles

(To be used for all commercial properties within the Spring Harbor Neighborhood Association)

- Provide high quality and attractive buildings and site designs that build on the neighborhood's role as a gateway to the City of Madison.
- Provide a building and site design that ensures safety and security for all users.
- Promote sustainable building and design practices.
- Provide entrances at the front of the building, where people can enter from the street and sidewalk.
- Vary roof and façade designs to provide architectural interest.
- Discourage blank monotonous walls with little detail or variety.
- Design all sides of buildings that are visible from public streets.
- Create buildings with details and proportions that are scaled to the pedestrian.
- Trash, utility, and loading docks should be located at the rear of the property and should be screened from view.
- Roof top mechanical support on buildings should be screened.
- Redevelopment should add social, economic, and aesthetic value to the neighborhood.



FIGURE 4.1 *Buildings placed next to the sidewalk make an inviting pedestrian environment*



FIGURE 4.2 *Benches and shade trees allow for pedestrians to rest as they walk along the street*



FIGURE 4.3 *Wide sidewalks allow for added pedestrian amenities*



FIGURE 4.4 *Distinguishing feature, such as the above clock and walkway, help to define the space for the visitor*

Overall Design Principles (Continued)

- Use compelling, informative, and consistent signage.
- Signs should be simple and easy to read.
- Provide open spaces and green spaces in and around redevelopment sites that complement the character of the neighborhood.
- Provide attractive landscaping to establish a “green” character for all sites; encourage native species.
- Provide a landscape buffer between the development site and existing residential areas.
- Preserve existing, mature, vegetation to the extent possible.
- Promote site designs that will facilitate the improvement of Lake Mendota water quality.
- Emphasize landscaping and buildings closer to University Avenue and Whitney Way. Place parking strategically on the side of the site.
- Install pedestrian amenities within redevelopment sites to enhance the use and character of these sites as neighborhood gathering spaces.
- Create attractive walkways and configure sidewalks so people feel safe and comfortable. Make sidewalks wide, visually appealing, and shaded.
- Provide safe, efficient, and convenient multi-modal access to and throughout redevelopment sites.
- Utilize rain gardens to filter parking runoff and control stormwater drainage.

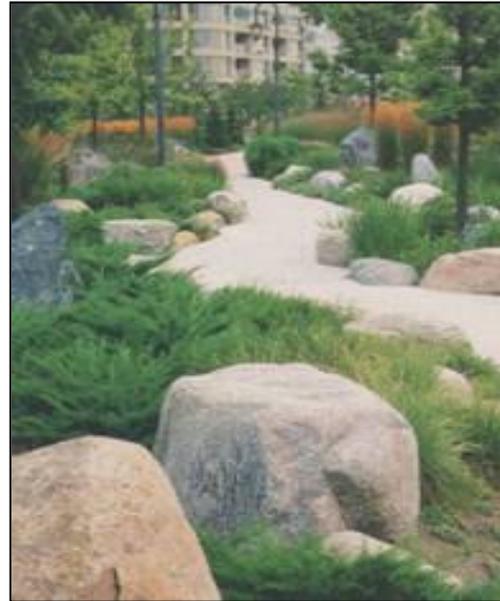


FIGURE 4.5 A clear, but visually engaging path should connect the retail areas of the neighborhood to the residential parts



FIGURE 4.6 Façade variation and attention to detail, such as balconies and awnings, help to break up the mass of a large building



FIGURE 4.7 Pedestrian crossing should be clearly identified



FIGURE 4.8 Simple structure to hide trash bins can make a large aesthetic difference

Overall Design Principles (Continued)

- Sidewalks and multi-use trails should be provided within the site as should connections to adjoining residential areas.
- Parking lots should be landscaped and areas for stormwater infiltration are encouraged.
- Parking lot lighting should be from “downward-aimed” sources to limit light pollution and to minimize light spill onto adjoining properties.
- Parking areas should include sidewalks for safe pedestrian access to building entrances.
- Parking for new buildings should generally be located at the rear and on the sides of the building.
- For properties where front parking cannot be removed, walkways, landscaping, architectural features, and lighting should be provided to make these areas more attractive and inviting.
- Shared parking areas are encouraged. Whenever possible, adjoining parking lots should be linked to provide internal traffic circulation. Internal walkways should be provided to interconnect parking lots with building entrances. Driveways along University Avenue should be minimized to improve traffic flow and reduce pedestrian conflicts.

Neighborhood Mixed Use

(Properties adjacent to University Avenue from Norman Way to Capital Avenue)

- Buildings should be close to the street.
- New redevelopment should promote high quality building and site design.
- Windows should be used at the street level to enhance the pedestrian experience.



FIGURE 4.9 Aesthetically pleasing bus shelters add to the transit experience and to the street aesthetic



FIGURE 4.10 Windows at street level, awnings, and quality materials are all design elements that should be considered during redevelopment



FIGURE 4.11 Pedestrian scale entrances located on sidewalks are important

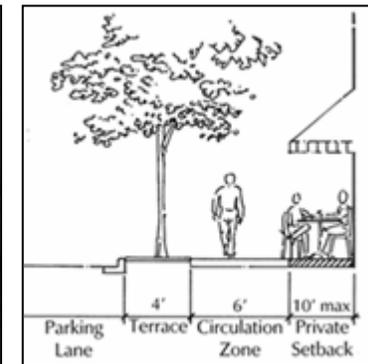


FIGURE 4.12 Potential public right of way design

Community Mixed Use and Employment

(Bounded by the following: Eastern neighborhood planning boundary to Perkin's Restaurant and from Old Middleton Road to University Avenue)

- Provide a detailed master plan for the Community Mixed Use sites including: connections to the neighborhood, public gathering spaces, coordinated access and internal transportation networks, and high quality buildings and site design.
- Provide a balance between buildings, parking, and open public spaces within the development.
- Emphasize landscaping and buildings, not parking, closer to University Avenue and Whitney Way and internal streets.
- Maintain an attractive "green edge" between active street corridors and the development.
- Create an internal street network that connects all uses.
- Promote traffic calming features to ensure pedestrian safety.
- Enclosed parking for new developments is encouraged.
- Promote shared parking lots with internal circulation between properties to limit curb cuts on public streets and to limit the area that needs to be used for parking.
- Freestanding signs should be architecturally integrated with the building and incorporate distinctive architectural materials and features.

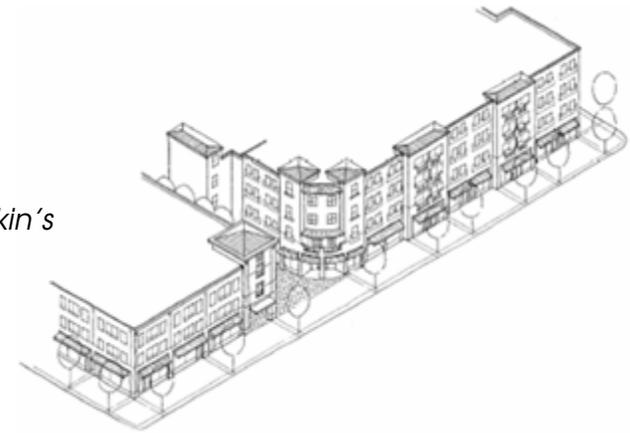


FIGURE 4.13 Potential larger development with wide sidewalks and pedestrian access



FIGURE 4.14 Permeable surface parking lot that incorporates stormwater



FIGURE 4.15 Wide sidewalks, storefronts at street level and places for people to rest create an inviting, active street

University Avenue Corridor

(From Blackhawk Bridge on the east to Allen Boulevard on the west)

Streetscape

- Street trees and consistent landscaping should be provided in the terrace on both sides of the street along the entire corridor.
- Whenever possible, plantings should be placed and maintained in street medians, similar to East Washington Avenue.
- Decorative street lighting and banners should line the entire street to welcome people to the Spring Harbor Neighborhood and the City of Madison.
- Benches, trash receptacles, shade trees, and other amenities should be placed in strategic locations (intersections, bus stops, etc) to create an attractive, engaging place for pedestrians.
- A gateway sign that announce the entrance to the City of Madison should be located at Allen Boulevard.
- Provide signage that directs visitors, customers and residents to destinations within the neighborhood.
- Provide highly visible pedestrian crosswalks for University Avenue. Different materials, different colors, and lighting should be used to highlight crosswalks.
- Sidewalks should be located on the entire southern side of University Avenue. A multi-use trail should run the length of the street on the north side of University Avenue.



FIGURE 4.16 *An example of a four lane road separated by a landscaped median*



FIGURE 4.17 *Increased landscaping and decorative streetscaping make this boulevard an attractive thoroughfare*



FIGURE 4.18 *Separate facilities for transit users, pedestrians, and bicyclists make this an active arterial for many users.*



FIGURE 4.19 *Wide boulevards can be aesthetically pleasing and can act as a pedestrian refuge for those trying to cross the street*