

TID #4 – DESIGN GUIDELINES

**APPROVED BY RESOLUTION 06-2008
September 22, 2008**

SITE DESIGN

- Connect building entries to sidewalks and crosswalks.
- Provide bicycling parking.
- Locate service area, mechanical equipment and refuse containers to the rear of the building and screen them. Mechanical equipment may be located on top of the building if adequate screening is provided.
- Setback new building 0-10 feet from the front lot line. Large buildings may require a greater setback to provide an appropriate transition for adjacent buildings.
- Locate parking behind or to the side of the main building or underground with overhead doors facing the side or rear yard.
- Orient primary building facades parallel to the primary and abutting street with entrances to store fronts oriented to that street.
- Coordinate vehicular and pedestrian circulation with adjacent lots to promote shared parking and to minimize creation of excess paved areas.
- Developers are encouraged to refer to the Dane County Erosion Control and Stormwater Management Manual – Appendix I, 2nd Edition, January 2007, when designing stormwater plans.

BUILDING DESIGN

- Vertically mix use with commercial/retail/office on ground floor and residential above.
- Commercial buildings should be 2 – 3 stories in height. If a one story building is allowed, design exterior walls to appear at least one and one-half stories in height.
- Vary building facades by using different but complementary colors, material arrangements, wall setbacks, (staggered facades) roof lines, and/or window design. Architectural design should be compatible to surrounding structures.
- For larger buildings use various techniques to reduce apparent scale and monotony and to maintain the traditional theme of the downtown by proper use of window patterns, courtyards, parapets, articulated entranceways, wall setbacks, roof overhangs, awnings, moldings and fixtures. The front facade of wider buildings should be divided into separate bays consistent with prevailing storefronts.

- For multiple building projects design each building to create a visual relationship among all buildings.
- Provide overhangs for pedestrian shelter.
- Emphasize high quality wall materials such as brick, glass, or wood. Do not allow concrete block and vinyl siding on facades facing primary streets. Metal siding is prohibited see Section 13-1-224 (2) h.5. of the Municipal Code.
- Maintain the high proportion of transparency from ground-level display windows and doors found among existing buildings. The proportions of door and window openings should be consistent with existing pattern in the area to reinforce a strong horizontal relationship along the block.

LIGHTING

- Locate pedestrian scale lighting in front of buildings, not to exceed 12 feet in height and parking lot lighting to not exceed 25 feet in height (including concrete base). Lights shall not point or glare into 2nd story of residential units.
- Utilize light fixtures with 90° downcast cutoff fixtures (without drop lenses) to minimize lighting impacts on nearby residential properties.
- Average illumination levels in parking lots should not exceed 5 foot candles, and at the property lines shall not exceed .5 foot candles.
- Light fixtures shall have a complementary architectural style replicating the traditional architectural style of the area.
- Provide appropriately scaled lighting along pedestrian pathways along the side and rear of the buildings.
- Encourage energy efficient lighting whenever possible. Mercury vapor lights are prohibited.

PARKING

- Allow on-street parking for commercial businesses.
- Site parking should be to the rear on non-street side. Side parking may be allowed if buffered.
- Promote shared parking lots among uses with parking demands at different times of the day.
- Locate parking lots to the inside of all setbacks (to eliminate encroachments), except for approved shared parking areas.

- Provide landscape islands, each with a minimum size of 200 square feet and at the minimum rate of one island for every 12 parking spaces. The number of islands may be reduced for approved shared parking spaces.
- Encourage pedestrian walkways through parking lots to buildings.
- All parking area shall be paved with an approved hard surface such as asphalt, concrete, or pervious pavement.

SIGNAGE

- On-building signage shall be on the first floor areas of the building.
- On-building signs may be awning, projecting, wall-mounted, or window-type signs. Signs shall be shaped to reflect the use of the building, scaled with relation to the size and traditional architectural style of the building as well as the pedestrian orientation of the downtown area.
- Monument signs shall be constructed of durable materials which are the same as those materials on the main building.
- The following types of signs will not be permitted: roof signs; temporary signs(defined in Section 15-1-31(w) of the Municipal Code). displayed for more than 10 consecutive days or 30 total days in a calendar year; inflatable signs or displays; portable signs, such as mobile trailer signs, changeable message or streaming message signs; flashing signs; internally illuminated signs; rippling or sparkling signs; spotlights; and a wide variety of strings of lights, tinsel, pom pons, pinwheels, pennants, banners, streamers, and related attention-getting devices.