

City of Monona

Monona Drive

Urban Design Guidelines



March 2010

Contact Information:

City of Monona Planning and
Community Development Coordinator
5211 Schluter Road
Monona, WI 53716
608. 222.2525
www.mymonona.com
cityplanner@ci.monona.wi.us

Acknowledgements

The City of Monona would like to thank all those involved for their participation in the preparation of the Urban Design Guidelines for Monona Drive. The creative input received from those who completed the visual preference survey was invaluable to the process. Special appreciation is extended to the Dane County BUILD program, whose financial generosity made this project possible.

Mayor

Robb B. Kahl

City Council

Jim Busse

Dennis Kugle

Kathryn Thomas

Mike Veserat

Jeffrey Wiswell, Sr.

Douglas Wood

Plan Commission Members

Aldm. Kathryn Thomas, Chair

Aldm. Jim Busse, Vice-Chair

Sharon Devenish

Griffin Dorschel

Brian Grady

Chris Homburg

Jane Kuzma

Moni Rohr

Paul Kachelmeier, Planning/Community Development
Coordinator

Former Plan Commission Members

Mayor Robb B. Kahl, Chair

Aldm. Dennis Kugle

Aldm. Lisa Nelson

Paul Ament

Eric Bardenhagen

Robert Hendricks

Jeffrey Wiswell, Sr.

Better Urban Infill Development Program (BUILD)

Steve Steinhoff, Community Development Director

(Add name of current BUILD Program Community Development
Director)

With Design Assistance by:

The logo for JJR consists of the letters 'JJR' in a bold, sans-serif font. The 'J's are black, and the 'R' is black with a vertical orange bar on its right side.

625 Williamson Street

Madison, WI 53703

608.251.1177

www.jjr-us.com

Table of Contents

Introduction	1
Overview	1
Goals	1
Using this Document	1
Project Area	2
Site Design	3
Intent of this Section	3
Guidelines for Site Design	3
General Development Patterns	3
Parking	4
Pedestrian Connections	5
Service, Storage, and Refuse Collection	5
Landscape Design	6
Lighting	7
Stormwater Management	7
Utilities.....	8
Architecture	9
Intent of this Section	9
Guidelines for Architecture	9
Character and Context	9
Scale and Massing	9
Architectural Details, Materials, and Colors	10
Signage	11
Appendix A: Glossary	12
Appendix B: Streetscape Elements	13

Introduction

Overview

The City of Monona, recognizing the opportunity to guide the visual quality of future development along Monona Drive, identified the need for Urban Design Guidelines. As renovation of existing buildings, redevelopment, and infill development occur, the City is interested in ensuring a stable, successful corridor that contributes to the community's quality of life and identity.

The study is funded by the City of Monona with matching grant funds through Dane County's Better Urban Infill Development (BUILD) Program.

Goals

Established through a consensus-based process by the Planning Commission and public, the following goals for the Urban Design Guidelines provide the guiding vision for new development and future improvement projects along the Monona Drive corridor:

- Establish a distinctive sense of place within the Monona Drive corridor
- Provide a framework for consistent site plan review
- Create an environment that encourages social gathering and neighborliness

- Encourage destination uses (discourage Monona Drive as a thoroughfare)
- Develop and maintain a positive business atmosphere
- Optimize the balance between needed parking and aesthetics
- Provide pragmatic yet distinctive design guidelines geared toward both new development and renovation
- Provide balance between pedestrian and bicycle friendliness, auto efficiency, and safety
- Provide a basis for coordination with the City of Madison
- Promote walkability of the Monona Drive corridor
- Better define Monona Drive as Monona's "Main Street"

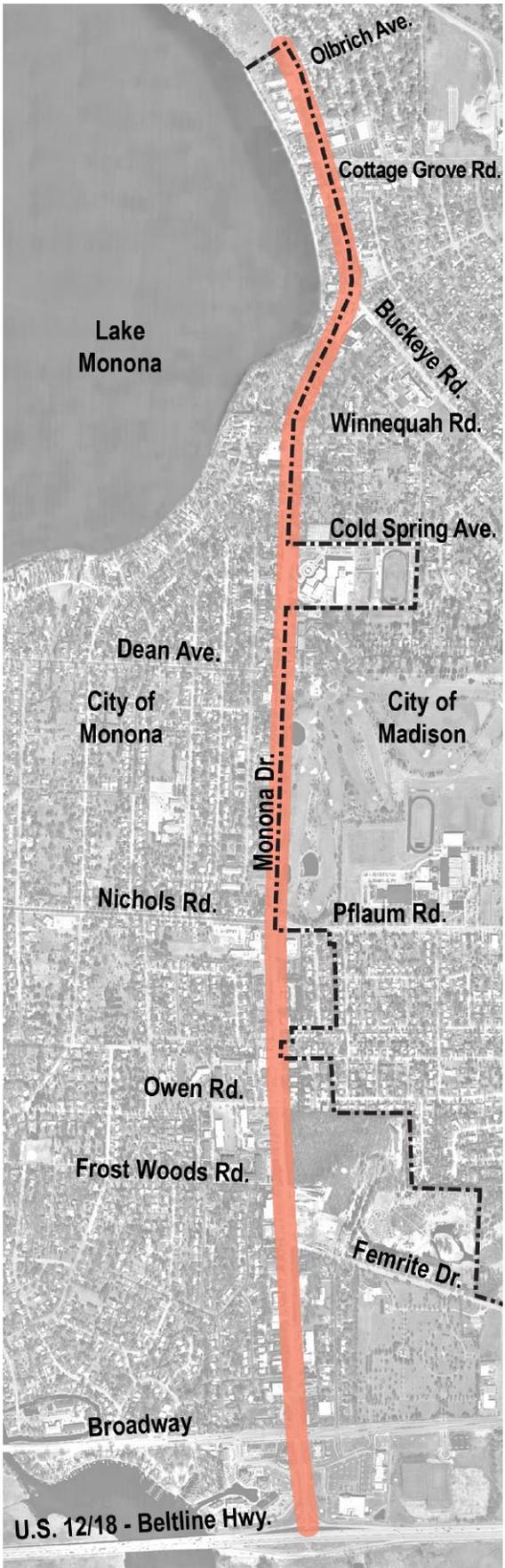
Using this Document

The Urban Design Guidelines are intended to be the framework within which development and improvement projects occur. These standards are set as a planning guide for future design projects and development on Monona Drive; they also establish a means by which City officials may measure the quality, effectiveness, and cohesiveness of a project being proposed by a development team.

The following sections detail design intentions and guidelines for site design and architecture, and are illustrated with images of successful design examples.



Proposed accent walls and landscaping for Monona Drive intersections



The Monona Drive Corridor

Project Area

The project area consists of all of the properties within the City of Monona along Monona Drive from US Highway 12 & 18 (the Beltline) north to the City limits at Olbrich Park. The streetscape along Monona Drive, the building architecture and design, and site design should strive to achieve an overall continuity and image while achieving a visual quality that reflects Monona's strongest goal: the creation of a sense of place. The Urban Design Guidelines for Monona Drive encourage building and site design to compliment and extend the character of the Monona Drive streetscape.

LEGEND

-  Municipal Boundary
-  Monona Drive

Site Design

Intent of this Section

The site design for a building is one of the most influential aspects of an appealing project. Extensive consideration needs to be applied from the earliest stages of a project. Careful consideration for locating and orienting buildings, parking, and other site elements will contribute to a successfully designed development.

The main site design components include:

- Buildings, walls, and other structures
- Service, loading, storage, and refuse collection areas
- Utility and communication infrastructure
- Open spaces, special user amenities and furnishings
- Site access, vehicular circulation and parking areas
- Pedestrian and bicycle circulation
- Transit facilities
- Drive-through facilities including associated equipment, signage, and circulation
- Other amenities including ATM's, kiosks, vending equipment, and newspaper racks
- Accommodation for seasonal displays and sales (summer plants, winter Christmas trees, firewood)
- Shopping cart storage and collection areas
- Outdoor dining areas
- Signage
- Linkages to adjacent sites, buildings, or uses

Site design should take into consideration the physical characteristics of the individual site, as well as the contextual relationship to adjacent sites and their uses.

Physical characteristics include:

- Existing vegetation, topographic features, natural areas, and drainage
- Viewsheds and view corridors on and off the site

Contextual relationships include:

- Public infrastructure including streets, pedestrian areas, and above ground utilities
- Patterns, character, and scale of existing and planned development in the area
- Adjoining uses



Example - Parking Lot Edge Landscaping

- Potential connections to adjoining sites including pedestrian linkages, shared driveways, off street vehicular connections, open space and drainage systems, landscape buffers, and service needs

Guidelines for Site Design

General Development Patterns

Development proposals should establish:

- Configurations responsive to local patterns, such as the street system, open space and view corridors, common setbacks, and streetscape elements.
- Parallel or perpendicular relationships of buildings to the street; oblique or diagonal relationships are discouraged.
- Easily identifiable building entries and addresses.
- Strong visual and pedestrian relationships between buildings and the street, including a pedestrian connection to the street edge.
- Aesthetically pleasing pedestrian areas or continuation of the use of streetscape elements in front of buildings, which may include pedestrian walks, lighting, plantings or planters, trees, and other amenities.
- Building relationships to form exterior public spaces that relate to pedestrian-scaled and detailed facades (where possible and applicable).

Parking

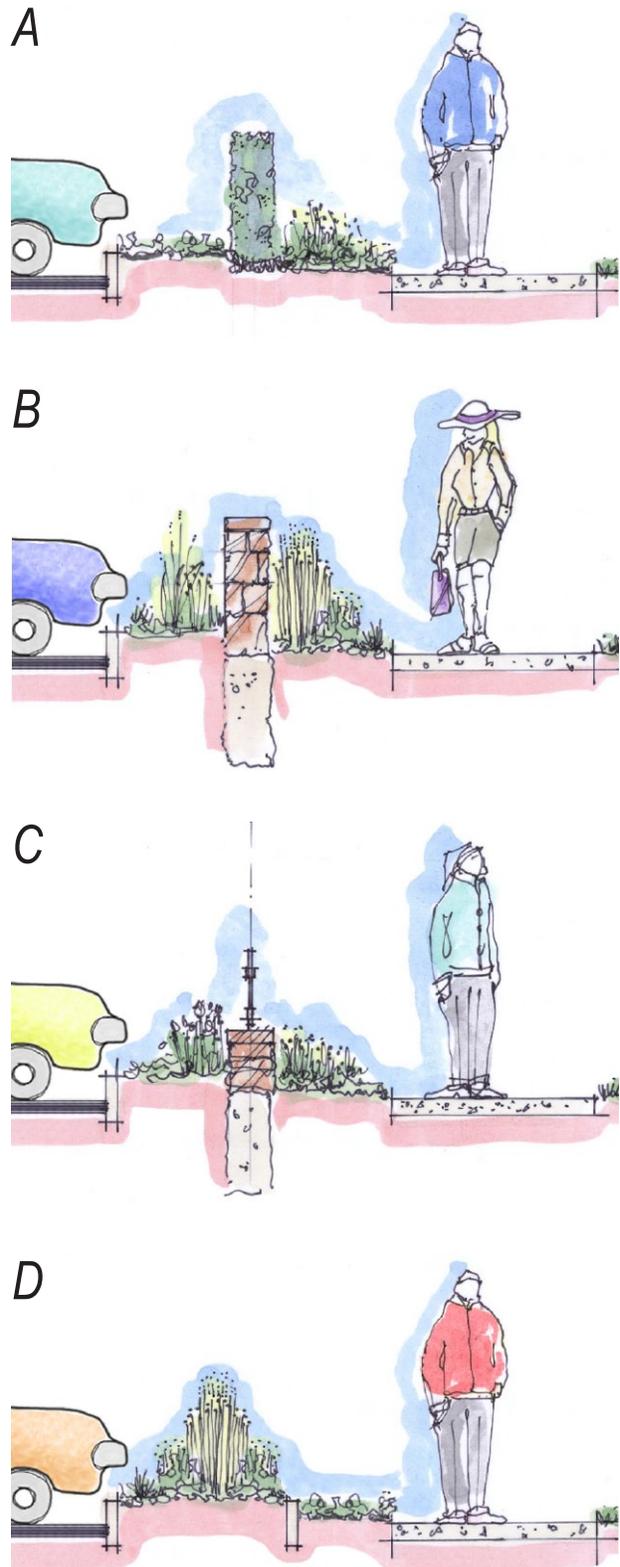
The number of off-street parking spaces required for each building or use shall be individually determined by the Plan Commission through the design review process for each project, under guidance from the City of Monona Code of Ordinances. Flexibility in the determination of parking requirements shall be provided for each building based on site geometry, opportunities for shared parking from different peak demands associated with proposed or potential uses, and the availability of off-site parking.

Off-Street Parking

- When front and back parking lots are employed, reduce the size of front lots by encouraging employee parking and deliveries in the rear of the building. Also, inform regular customers that the rear lot is available.
- Provide hard-surfacing on all off-street parking lots. Parking areas on gravel, dirt or unreinforced turf are prohibited.
- Connect pedestrian circulation to entrances in a safe, efficient and clearly visible manner, minimizing vehicular conflicts.

Parking Lot Landscaping

- Establish a landscape buffer strip between surface parking areas and the sidewalk or street in all cases. The buffer strip shall consist of shade trees, low shrubs and/or perennial flowers, ground cover, and ornamental grasses (maximum three feet in height).
- Where front-yard parking is required, consider the following options (see diagrams at right):
 - A) A low hedge (24-36").
 - B) A low masonry wall (24-36").
 - C) A decorative metal fence supported by masonry columns (36-42").
 - D) A raised planter bed (24-36" total height).Acceptable screen materials include brick, decorative concrete masonry units, stone, stamped colored concrete, wrought iron, and dense plantings.
- Incorporate biofiltration methods of stormwater drainage and landscaping where appropriate.
- Non-living materials (such as bark, mulch, and ornamental rock) shall not constitute an excessive portion of landscaped areas.



Options for Screening of Front-yard Parking



Example - Landscape Screening from Road



Example - Pedestrian Walk Treatment



Example - Integrated Bike Parking



Example - Refuse Collection Screen

Parking Structures

If parking structures become a viable option for Monona Drive, the following guidelines are recommended:

- Establish an active relationship between the lower level of the structure and the street, by incorporating storefronts or alternative uses and enhanced landscape treatments to animate or soften the edge.
- Use enhanced landscape treatments on non-street sides of the parking structure; intensify landscaping adjacent to sensitive uses if highly visible.
- Use full roofs, parapets, or other roof form variations that eliminate top deck lighting concerns and create a more finished appearance.
- Minimize glare and the visibility of pole mounted light fixtures on the top deck of parking structures by employing full cut-off fixtures and by maintaining minimal pole heights.

Pedestrian Connections

Establish clearly visible and direct pedestrian paths between adjacent buildings, between buildings and parking areas, and between buildings and transit facilities.

Provide a change in paving material, texture, or color to alert users to the potential for conflict, improve visibility, enhance safety, and provide added aesthetic appeal when pedestrian circulation paths cross vehicular routes.

Service, Storage and Refuse Collection

Service areas, storage areas, and refuse enclosures should be oriented away from public view and screened from public areas. In larger commercial developments, trash collection, service, and loading areas should be separated from main circulation and parking areas. The materials used for screening should match or complement the exterior materials of the main buildings on the site.

Landscape Design

Landscape design has a very strong impact on corridors such as Monona Drive. The arrangement of plants within and along parking areas, pedestrian zones, and building edges contributes greatly to the aesthetic quality and the overall community image. Plantings can screen incompatible uses; soften hard edges; define areas of use; add a multitude of colors, scents, sounds, and textures; provide shade; mitigate noise; absorb heat; and improve air quality. In all, the attention to plant placement and selection plays a particularly vital role in building the corridor's identity.

The following landscaping guidelines are recommended for the Monona Drive corridor:

- Coordinate the landscape design including the type and species of plantings with the design of the plantings in the Monona Drive streetscape.
- Locate plantings, and select species and colors to compliment the building.
- Blend plantings with the dominant existing or planned streetscape and character of the area.
- Choose plants with a mature size and height suited to the space.
- Establish landscaping along and against buildings to link them with the surrounding environment and to soften the edges of the structures.
- Use in-ground landscaping to satisfy the majority of the landscaping requirement. Raised planters are acceptable when space is constrained, and when designed to accentuate architecture and/or enhance pedestrian areas.
- Coordinate facade design and signage locations with the placement of plant material.
- Screen commercial uses from residential areas with a landscape buffer.
- Screen unattractive views and features such as storage areas, trash enclosures, utility cabinets, and other similar elements.
- Provide special landscape treatment in the site design for projects located at street intersections to strengthen the visual impact of the corner while maintaining the required vision triangle for vehicular movement.
- Plant urban-tolerant, small trees below power lines to maximize aesthetic quality and minimize the need to excessively prune for power line safety and maintenance.

- Curb-height planters or planting beds surrounding trees set in pavement are preferable to tree grates. Planting areas should be a minimum of 5-ft. x 6-ft. to promote tree health and growth.
- Install trees within pavement areas using the most advanced horticultural techniques in order to promote vigorous, healthy tree growth.
- Design tree pits to be as large as feasible and/or practical, with adequate irrigation and under-drainage.



Example - Appropriate Plant Selection for Islands



Example - Landscaping of Building Entry



Example - Site Furniture and Paving

Lighting

The following guidelines should be used in designing site lighting for the Monona Drive corridor:

- Site lighting, security lighting, and architectural / landscape lighting should provide the user with illumination levels appropriate for the designed activity (i.e. parking, walking, outdoor dining, etc.)
- Continue the use of the Shephard's Crook style light poles and fixtures used in the Broadway corridor and along Monona Drive if compatible with building style and site design.
- Minimize glare and excess brightness. Consider the effect of cut-off fixtures, mounting heights, and the eye-level of potential viewers for effectively controlling glare.
- Be sensitive to the dark sky initiative.
- Control light trespass beyond property lines by shielding or aiming fixtures away from adjacent parcels. Light trespass should not exceed ambient levels.
- Use architectural lighting to highlight special features only. Lighting of expansive wall planes or the use of architectural lighting that results in hot spots on walls or roof planes should be avoided.
- Landscape feature lighting and lighting at the pedestrian level is encouraged.
- Coordinate exterior lighting design with background lighting levels, lighting from other sources, and characteristics of the surrounding area. Avoid significant differences between on-site lighting and that of adjacent properties.
- When establishing a lighting plan, follow the recommended light level guidelines in the City of Monona Zoning Ordinance.
- Maintain the above standards for security lighting and lighting of service areas.



Example - Site Lighting

Stormwater Management

Stormwater management practices that improve water quality, reduce runoff, and provide aesthetically pleasing site amenities are highly encouraged. These practices can also reduce urban heat island effects and conserve energy and water.

Stormwater management practices that may benefit Monona Drive include:

- Address stormwater quality and quantity near its source.
- Utilize natural runoff patterns.
- Design small-scale stormwater runoff management systems to incrementally reduce large-scale stormwater pollutant loads in the overall management system.
- Filter stormwater with landscaping and swales where appropriate.
- Provide inlets with control mechanisms that delay peak rates where appropriate.
- Design collection/storage facilities to recharge, filter, retain and detain runoff where appropriate.
- Lengthen flow paths and increase time of concentration to modify peak flow rates where appropriate.
- Identify and utilize areas capable of filtration and infiltration.
- Direct runoff from roofs, driveways, roads, sidewalks, parking lots, or other impervious surfaces toward pervious surfaces to decrease the effective impervious area or area directly connected with the storm sewer system where appropriate.



Example - Parking Lot Bioswale



Example - Bioretention Cell for a Parking Lot



Example - Use of Pervious Pavements



Example - Inlet Raised to Increase Infiltration

Stormwater Management (continued)

Potential design options for incorporating innovative stormwater management include:

- Inlet pollution control devices
- Native and sustainable ornamental plants
- Permeable pavers
- Rain gardens
- Bioretention cells
- Vegetated swales
- Subsurface stormwater detention facilities
- Soil amendments
- Green roofs and walls

Utilities

- Underground utilities are strongly encouraged.

Architecture

Intent of this Section

The intent of the guidelines for architecture is to ensure a base level of quality architecture that creates an aesthetic identity of the Monona Drive corridor, building a design vocabulary around complimentary scale, mass, and form. The guidelines encourage proposals that will fit within the context of Monona and contribute to the intended architectural character identified by the community.

Guidelines for Architecture

Character and Context

Renovations and new construction should take into consideration the opportunity to create an identifiable, quality image for the Monona Corridor. The following guidelines are intended to allow development that responds to an evolving context over time:

- Multiple buildings within a project should share similar design characteristics and vocabulary. The use of coordinated colors, materials, and textures, as well the repetition of elements, patterns, and proportions found within the architecture of other successful buildings within the development are encouraged to achieve a cohesive mix; precise replication is not necessary or desirable.
- Use of sustainable building methods, materials, and products that minimize environmental impact, reduce energy consumption, and endure over time are encouraged.

Scale and Massing

The scale and massing of buildings along Monona Drive should consider a contextual relationship to existing or planned development.

Buildings over 50-feet in length should be designed to reduce their perceived bulk by dividing the structures into smaller masses both horizontally and/or vertically. For taller buildings, this can be achieved by providing a well-defined base and top for the building. For example, include elements such as low planters and walls, base



Example - Creating a Sense of Place



Example - Scale and Massing

planting, strong architectural base banding (wainscot) and treatments defined by a different material, texture, or color.

Changes in wall planes can also accomplish the division of a building elevation. Design solutions include the following:

- Clearly pronounced recesses and projections.
- Wall plane offsets determined by the building module.
- Reveals, projections, and subtle changes in texture and color of wall surfaces.
- Deep set windows and mullions.
- Use of ground-level arcades (covered walks with arched openings) and second-floor galleries (elevated walkways).
- Clearly demarcated entries.
- Vertical accents or focal points.
- Clear vision glass.
- Human-scale detail, windows, and other openings along ground floor pedestrian areas.

Architectural Details, Materials, and Colors

For architectural detailing of the Monona Drive corridor:

- Use high quality materials, such as stone, brick, or decorative concrete masonry units.
- Distinguish primary entrances to buildings with facade variations, porticos, roof variations, recesses, projections, or other integral building forms.
- Building colors may vary; the use of complementary color palettes are encouraged.
- Maintain consistent architectural materials and character on all visible sides of a building.
- Design screening devices and enclosed service, loading, and refuse areas to be an integral part of the building architecture.
- Visually link site walls with the building using consistent architectural materials and detailing.
- Where a drive-through is part of the building program, architecturally integrate the element into the building rather than designing it as a separate, attached entity.



Example - Material Continuity



Example - Large Infill Building Demonstrating how to Break Down Mass and Create Appropriate Scale



Example - Structure Used for Exterior Connection



Example - Enhancement of Store Entry

Signage

Commercial signage should reflect a balance between allowing adequate signage for business identification, legibility, and visibility, and protecting the aesthetic of the overall streetscape. In order to accomplish these goals, adhere to the following standards:

- Design site signage to complement the architecture and site using consistent character, detailing, and materials.
- Architecturally integrate all signage with the surroundings in terms of size, shape, color, texture, and lighting so as to not visually compete with the building architecture or site design.
- Anticipate signage in new construction design. Provide logical sign areas and encourage flexibility to accommodate future building users.
- Back-lit or individually lit letter building signage is generally desirable.
- Continuous box building signs are discouraged
- Listing of additional information including taglines is normally not allowed.



Example - Signage Designed to Complement Architecture



Example - Integration of Signage Concept between Adjacent Businesses



Example - Commercial Signage and Lighting

Appendix A:

Glossary

Arcade. Covered walkway with arched openings.

Biofiltration. Use of soils and plant material to remove contaminants from stormwater.

Bioretention Cell. Area constructed to filter stormwater using soils and plant material. Filtered water can be directed away with a subsurface pipe or be allowed to recharge groundwater.

Cut-Off Fixture. A lighting fixture that is designed such that all light emanating from it is prevented from being emitted above a horizontal plane, thus directing light only to where it is needed.

Facade. The exterior wall plane of a structure.

Impervious Surface. A surface material that prohibits the infiltration of water, increasing the amount of stormwater that runs off a site. Impervious surfaces may include roofs, streets, sidewalks, driveways, etc.

Integral Color Concrete. Concrete in which a decorative color has been mixed throughout the section (not surface applied).

Invasive Species. Non-native plant species that are aggressive and displace other species from their natural habitats.

Light Trespass. Light which spills beyond parcel boundaries onto adjacent properties.

Mullion. Member that separates windows, doors, or panels into separate sections.

Parapet. Part of an exterior wall that extends above the roofline.

Pedestrian-Oriented. Design that is scaled to provide a comfortable environment for and facilitate the movement of foot and bicycle traffic instead of vehicles. Includes the appropriate design of sidewalks, signage, lighting, and building facade.

Porous/Permeable Pavement. Pavement that allows for the infiltration of stormwater through the medium, including reinforced turf, interlocking concrete pavers, and porous asphalt.

Portico. A porch or covered walk consisting of a roof supported by columns.

Rain Garden. Shallow, vegetated depressions used to promote absorption and infiltration of stormwater runoff.

Reveal. Recessed groove in a wall plane that creates a shadow line for separation.

Right-of-Way (ROW). The strip of land owned by a government entity containing a public road or street and any associated landscaping, utility corridors, and sidewalks.

Sidewalk Terrace. The sidewalk and any landscaped area between the sidewalk and the edge of a street.

Sustainable Development. Development which limits the use of resources (i.e. land, water, fuel, etc.) to levels that can be maintained without harming the ability of future generations to meet their needs.

Textured Paving. Pavement surfaces that are rougher or visually distinct from surrounding pavement, such as stamped / colored concrete or brick pavers. Used in crosswalks or high pedestrian use areas, textured paving alerts vehicles to possible conflicts and slows traffic.

Viewshed. An area of land, water, structures, and other physical elements that is visible from a fixed vantage point.

Vision Triangle. The area required at street or driveway intersections to allow an adequate, unobstructed sight distance to drivers.

Wainscot. A decorative or protective facing applied to the lower portion of a wall.

Appendix B: Streetscape Elements

Intent of this Section

Streetscape elements and site furnishings provide the foundation for a visually cohesive corridor along Monona Drive. The repetition of elements and spatial relationships within the right-of-way helps define an overall quality of the public realm and a community's exterior rooms. The site and building designs should compliment the streetscape designs.

Guidelines for Streetscape Design

The City of Monona has used the following streetscape elements and furniture at street corners and along sidewalks as appropriate, and in outdoor gathering places. These are examples of streetscape furniture that have been used on Monona Drive. The use of similar designs is encouraged.

Benches

Model: Victor Stanley Steelsites Series Bench, RB-28, black finish.



Bench

Trash Receptacles

Model: Victor Stanley Production Series Litter Receptacle, PRS-36, black finish.



Trash receptacle

Bicycle Stands

Model: Victor Stanley Prairie Series Bicycle Stand, BK-3, surface mount, black finish.



Bicycle Stand

Sidewalk and Crosswalk Paving

All public sidewalks along the street within the corridor will be broom finished concrete. Street corners and crosswalks will include a finer scale scoring pattern, stamping and special colored paving to demarcate pedestrian zones. Special paving is encouraged on private sites for walkways and patios to consist of integral color concrete, detailed scoring patterns, and stamping or manufactured pavers.



Example - Crosswalk Treatment

