# MIDDLETON

## PARMENTER NEIGHBORHOOD PLAN

*"Building a neighborhood that is socially, environmentally, and economically sustainable"*

LAND USE

TRANSPORTATION

HOUSING

ACTION PLAN

DESIGN GUIDELINES

Created with assistance from MSA Professional Services, Inc.

**Adopted July 1, 2008**

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## ACKNOWLEDGEMENTS


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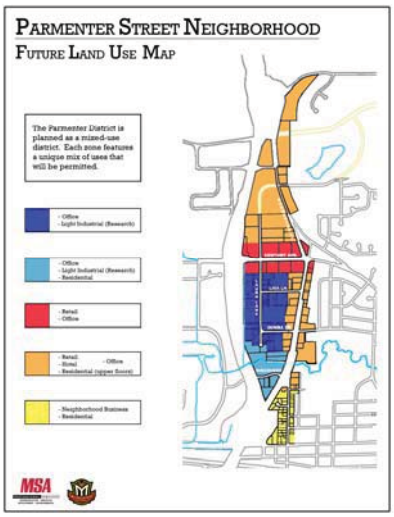
Middleton residents, property owners, and business owners attended meetings, reviewed draft materials, and submitted comments that have improved this plan.

## Introduction

Major transportation infrastructure improvements have sparked development and redevelopment along and near Parmenter Street from University Avenue to Greenbriar Road. This plan establishes a vision for the development of a sustainable, vibrant neighborhood with a mix of living-, working-, and shopping-oriented land uses, and it offers tools to be used and tasks to be completed in support of that vision. Specific recommendations are highlighted.

## Land Use

The neighborhood incorporates five distinct zones. Each zone is unique, and land use recommendations are tailored to the characteristics and opportunities present within each zone.




South of the roundabout, Parmenter Street is characterized predominantly by single-family residential dwellings among mature trees, with limited commercial and institutional uses. In the interest of preserving a residential character, it is recommended that along Old Parmenter single-family homes should be maintained and new uses restricted to residential and neighborhood business.

North of the roundabout to Century Avenue, parcels fronting Parmenter Street generally feature commercial buildings set well back from the street with parking predominantly in the front. This area is the most important component to the success of the Parmenter District and vacant sites in this zone provide good opportunities for redevelopment, especially for retail and commercial buildings, but also including residential and hotel opportunities.

North of Century Avenue to Greenbriar Lane, Parmenter Street retains a more rural character at present, featuring a mix of industrial, commercial and farming uses. Tribeca Village will consume much of the developable land in this area. The preferred mix of uses is broad, including retail, hotel, office, and residential options.

West of Parmenter Street and south of Century Avenue, the current uses are diverse and urban, but the intensity (density) of use is relatively low. Vacant or underutilized lots provide excellent opportunities for additional investment, and office, research, or light industrial uses are preferred. This "Parmenter-West" area could accommodate much greater intensity of development – building heights up to five or seven stories are possible.

Finally, those parcels fronting Century Avenue are being developed and redeveloped for highway-oriented retail business use. Such use should continue and expand, and multi-story buildings featuring upper-level office space are also encouraged along Century Avenue.

This plan, including the Parmenter Neighborhood Design Guidelines, should be used by developers and by Plan Commission to guide development design and approvals in the neighborhood.

## Transportation

The relocation of Highway 12 has altered transportation patterns within the Parmenter District. The reclamation of Parmenter Street as a neighborhood area provides an opportunity to move away from a traffic-centered corridor towards a system that integrates traffic with public transit and enhanced pedestrian and cycling facilities.

Traffic volumes and speeds along Parmenter Street south of the roundabout remain a concern for local residents. This plan recommends traffic-calming options to address these concerns, beginning immediately with the striping of narrower lanes and crosswalks and proceeding over time

to include bulb-outs or traffic islands at intersections with Lee, North, and Franklin streets. The more intensive interventions should be preceded by a listening session with residents and a traffic study.

Future traffic volumes and congestion are a concern due to the higher land use densities planned for this neighborhood. A broad traffic study of the entire area is recommended, including consideration of traffic impacts from other development to the west and north and from the North Mendota Parkway.

North of Century Avenue to Greenbriar Lane, the Plan recommends that the existing Parmenter Street bicycle lane should be extended within two years with a paved shoulder to link with the existing regional bicycle route along US 12.

Pedestrian access in the "West Parmenter" zone south of Century Avenue is limited due to a lack of sidewalks. This plan recommends that sidewalks be required on both sides of all streets whenever a parcel is redeveloped, and that the city offer 50% funding to property owners willing to build sidewalks not associated with other development activity.

## Housing

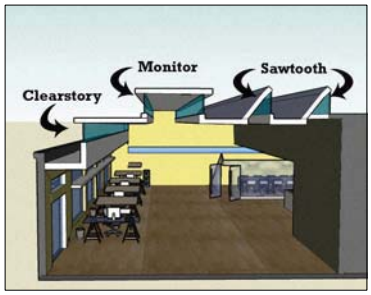
A sustainable neighborhood is one that provides housing for all. With the exception of the Old Parmenter zone, the Parmenter neighborhood has very few residential units at present. This plan encourages the development of multifamily housing in most areas north or west of the Parmenter roundabout, either in a stand-alone structure or in combination with ground-floor commercial uses. These residential units could be either rental or condominium in format – a mix of both is encouraged.

Affordable housing is an issue of concern in Middleton. Over recent decades, the rise in the cost of housing has outpaced the rise in incomes, many residents are now paying more than 30% of their income to live in the City, and potential residents are choosing to live elsewhere. (see "Recommendations for Community Housing Goals & Objectives—Middleton Affordable Housing Task Force" at http://www.ci.middleton.wi.us/econdev/econdev.htm). To further meet the need for workforce housing, and to further support business growth in the neighborhood, this plan encourages the inclusion of units that can be rented or purchased with incomes that are 40%-80% of the Area Median Income. Affordable housing options should be intermixed with market-rate units.

## Action Plan

The action plan features recommendations for how this plan should be used and it compiles into one place the various actions suggested elsewhere in the document, adding assignments of responsibility and estimates of cost.

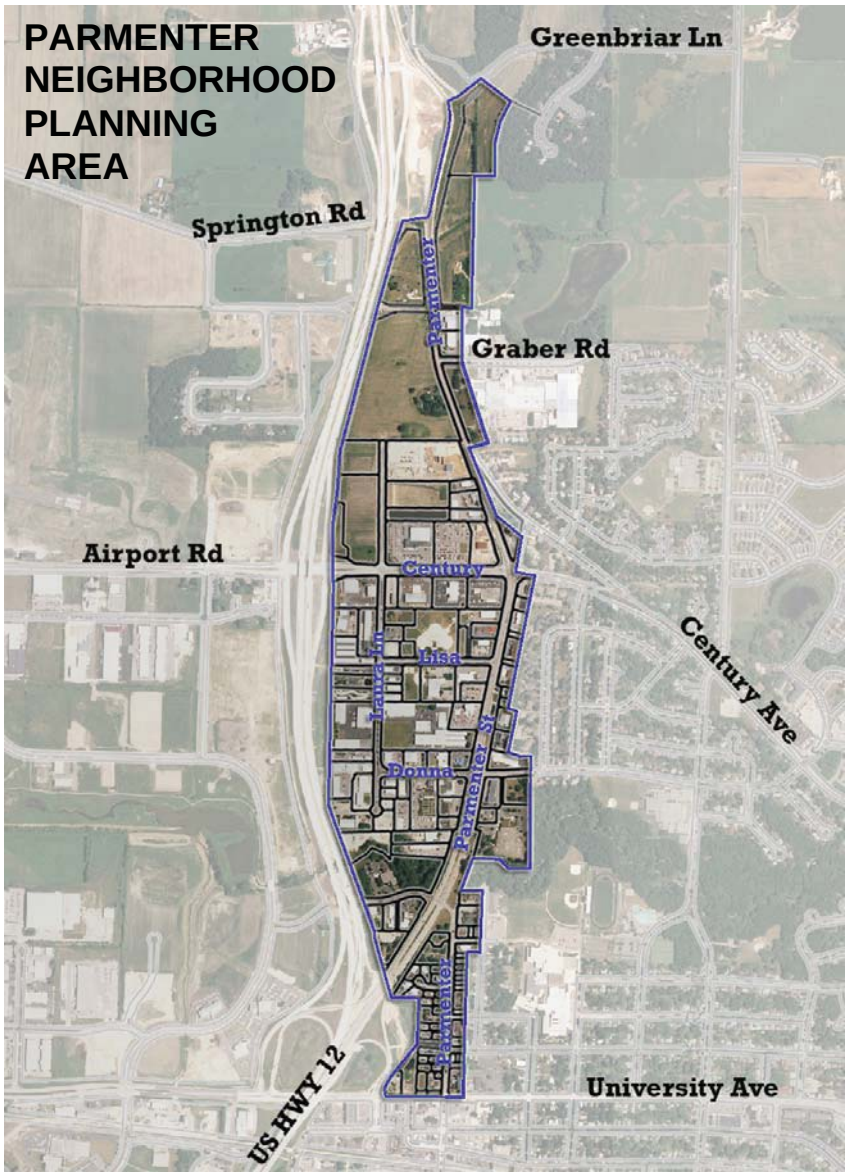
## Design Guidelines




This plan features a set of comprehensive design guidelines that are to be used by staff and Plan Commission in the design and evaluation of development proposals. The guidelines address the full spectrum of site and building design considerations, from building placement and parking to windows, building height, and energy conservation. The guidelines include requirements that every property owner should be expected to meet when developing or redeveloping a parcel. They also include recommendations and encouragements for design features that the City will not require but that should be considered. Sustainable design ideas are highlighted throughout the guidelines.

## Introduction

The new Highway 12 freeway extension (completed in late 2005) has created important opportunities for change and redevelopment within the City of Middleton. What was once a heavily traveled conduit for regional traffic is now a local street with sidewalks and a bike trail and new community retail uses. Parmenter Street now extends north to the edge of the City and is connected, through a roundabout, to Downtown Middleton via "Old" Parmenter and to the Discovery Springs Commerce & Technology Park via Discovery Drive. These changes have already prompted significant private redevelopment activity, and more development and redevelopment is anticipated. This is an exciting opportunity to plan for an appropriate mix of residential, commercial and industrial land uses that support a sustainable neighborhood environment, and to link this area with Downtown Middleton as an extension of the heart of the City.



**Planning Process Summary**

This planning process began with a public kick-off and issue identification meeting on September 5, 2007 at City Hall. Property owners received mailed invitations. Approximately 15 residents and business owners attended and shared their thoughts and concerns with City planning staff and planners from MSA Professional Services, Inc.

MSA planners prepared draft materials and met with city staff to review those materials on September 26. A revised draft of preliminary design guidelines and recommendations was posted on the City website and then presented to the public at a November 13, 2007 meeting of the Plan Commission. Public and Plan Commission comments were heard and considered.

Draft materials were again considered by the Plan Commission at their December 11 meeting, after which the Commission elected to schedule a special working session to review the plan in its entirety. That meeting occurred on Saturday, February 9, 2008, and was attended by several business and property owners in the neighborhood.

MSA planners completed a final draft, incorporating input from property owners, Plan Commission, City staff, and other City residents. This final draft was reviewed by planning and engineering staff, after which staff and MSA planners met on April 14 to discuss final revisions.

The plan and design guidelines were recommended for adoption by Plan Commission on June 24, 2008 following a public hearing. Common Council adopted this document on July 1, 2008.

## Key Issues and Concerns

*Residents and Business Owners*
The September 5, 2007 kick-off meeting for this plan was a public listening session at City Hall attended by residents and business owners from the Parmenter Neighborhood. The majority of the comments focused on **traffic issues on Old Parmenter**, south of the roundabout. Residents reported that the increased traffic volumes and speeds have made it challenging for vehicles to turn into and out of cross streets and driveways during peak hours, and backing out of driveways has become especially difficult. According to these residents, the increased traffic has decreased safety for bicyclists and pedestrians traveling along and across Parmenter Street. This issue affects students attending Middleton High School, located just two blocks east of Parmenter. Residents are concerned that the street may need to be expanded to four lanes to accommodate the traffic, further reducing pedestrian safety and residential character.

Some attendees noted the need for **improved boulevard landscaping** along the new portions of Parmenter and Century Avenue. With the exception of that concern, those stakeholders in attendance were pleased with the reconstructed streets, sidewalks, and trails and voiced no other concerns about those areas north of the roundabout.

*Staff and Plan Commission*
City planning staff and Plan Commissioners expressed their ideas and concerns regarding this area throughout the process, beginning with the Request for Proposals. The following planning themes were identified from the outset and reinforced in each discussion about the developing plan.

- Encourage neighborhood-oriented business
- Prioritize sustainability and green design
- Promote the redevelopment of underutilized sites
- Promote an attractive physical environment on par with downtown Middleton
- Create an environment that promotes locally-owned businesses
- Expand workforce housing options
- Create safe and walkable developments

## Building a Sustainable Neighborhood

Urban communities are complex, made up of many interrelated systems. The spaces within which we live our lives are formed and changed over time by the interplay of economic, environmental, and social forces. Decisions are made each day that impact the quality and function of these spaces, sometime improving our lives and sometimes making it more difficult to meet our needs.

**The Parmenter Neighborhood is envisioned as a sustainable, vibrant urban neighborhood.**
In a sustainable community economic prosperity finds balance with environmental protection and quality of life considerations, and this balance is maintained over time. In a vibrant community, businesses thrive and people are out in public throughout the day and throughout the year, working, socializing, and recreating.


The purpose of this plan is to provide some guidance to the many decisions, large and small, that affect the character and function of the neighborhood. The plan also recommends specific actions to be taken by the City. In every case the guidelines and actions serve the broad vision of sustainability and vibrancy.

Supporting this vision are four more specific objectives:

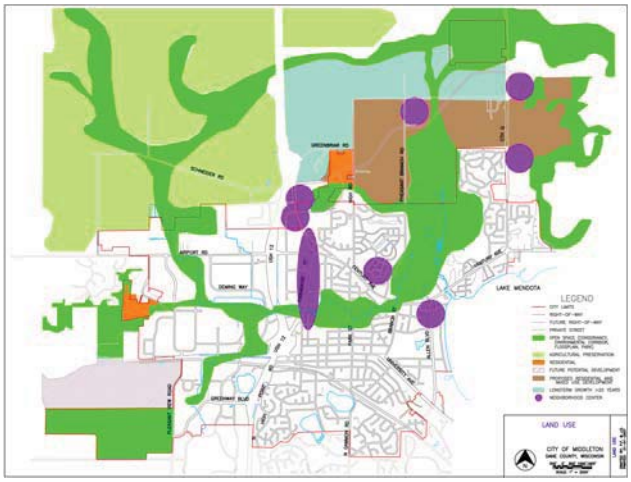
- **Make the neighborhood more accessible to walkers and cyclists**
- **Provide housing options affordable to a range of incomes**
- **Support the success and growth of profitable businesses**
- **Reduce the impact of future development on the natural environment**

## Existing Plans

There have been multiple planning processes over the past decade that address some aspect of this portion of Middleton. The visions crafted and decisions made in those plans are acknowledged here and will be incorporated and referenced as appropriate in this plan.

Middleton Comprehensive Plan (2006)

This plan identifies the Parmenter Street Corridor as one of four targets for infill, densification, and redevelopment within existing City limits. The plan encourages a range of housing opportunities, traditional neighborhood goals of mixed use, pedestrian friendly development, and a balance of land uses including open space and recreational uses.

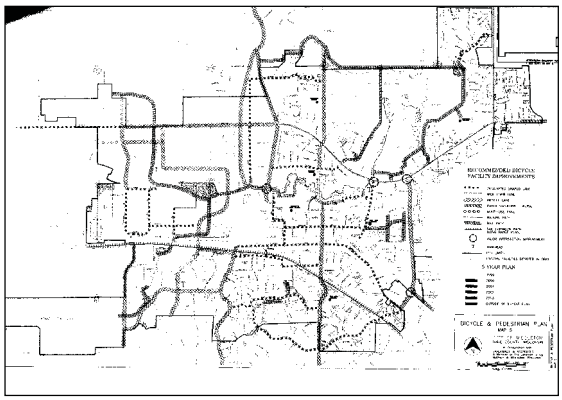



Objectives that pertain to this neighborhood include:

- Encourage use of PDD and other planning mechanisms to accommodate a range and mixture of housing options in each neighborhood.
- Encourage the rehabilitation of quality older housing stock. The City desires to preserved the character of the original residential areas where possible.
- For presently developed commercial areas, encourage infilling and redevelopment where appropriate.
- Direct highway commercial businesses to the existing USH 12 corridor.

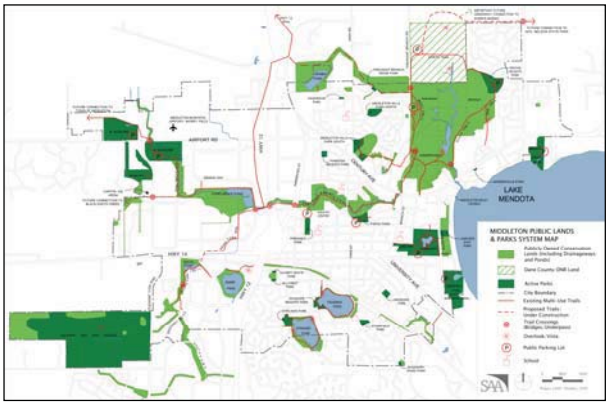
Middleton Bicycle and Pedestrian Plan (1999)

The Middleton Bicycle and Pedestrian Plan recommends facilities that link all major activity centers (schools, libraries, parks, employment centers, and shopping centers) in the City of Middleton and greater Madison area. The plan restricts sidewalks for pedestrian use only and recommends on-street bicycle facilities on roads that have the necessary room and speed limits of 35 mph or less. The plan recommends sidewalks on Donna Drive and Laura Lane.



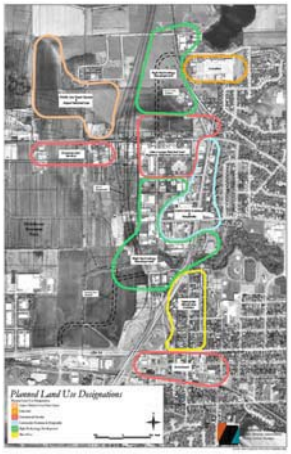
Middleton Conservancy Lands (2005)

The Pheasant Branch Conservancy encompasses 514 acres within the City, only a small portion of which is in the Parmenter Neighborhood area. The conservancy and the Pheasant Branch Trail run east/west under the new portion of Parmenter Street just north of the roundabout. A northern branch of the conservancy encompassing Graber Pond borders the neighborhood at its north end at Graber Road. These areas are outstanding amenities for the neighborhood.



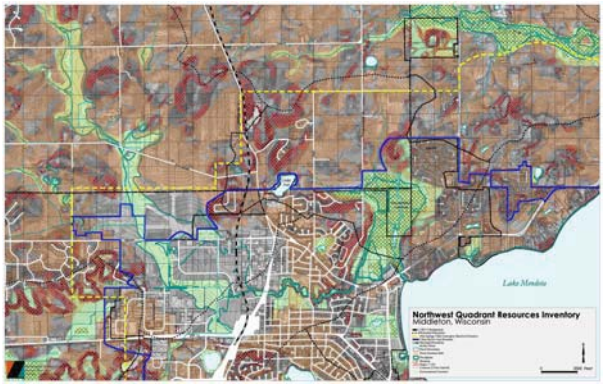
Highway 12 Corridor Redevelopment Plan (2002)
This plan designates parcels for redevelopment in the short and long term. Most of the parcels identified for redevelopment are those that are vacant or are underutilized. Additionally, the plan provides recommendations for general land uses throughout the Parmenter corridor:

- The area south of the roundabout is designated a mixed-use corridor;
- New Parmenter between the roundabout and Century Avenue is planned for community business and hospitality;
- Century Avenue is designated for highway commercial uses, and;
- The areas along the new Highway 12 north and south of Century Avenue are planned for "high technology" uses.

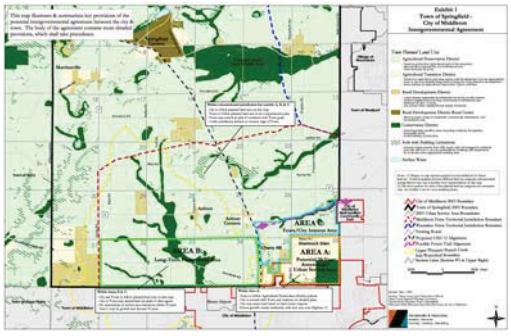




Northwest Quadrant Study (2005)
This study addresses the future land use and development of a large area north and west of the City, bounded at its southern edge by Century Boulevard/Century Avenue. The study recommends creation of traditional neighborhoods with a mix of densities and uses organized around a neighborhood commercial center within walking distance of the entire neighborhood. The plan identifies a target density of 3-5 dwelling units per gross acre for these developable areas. It is emphasized that the area should have a broad range of housing types, styles, and densities that will accommodate a wide range of household incomes, including affordable housing. One of the three proposed neighborhood centers is the "Graber Pond" area, which loosely includes all of the undeveloped land between the pond and Highway 12. This area encompasses the proposed Tribeca Village.




Springfield/Middleton Intergovernmental Agreement (2004)
The Town of Springfield's adopted Comprehensive Plan identified a large portion of the Northwest quadrant area as "Agricultural Transitional" wherein land is recommended for agricultural and open space uses until development is appropriate. The north end of the Parmenter Neighborhood area (north of Springton Drive) is currently part of the Town of Springfield and is identified in the plan as part of a "Potential 20-Year Annexation/Urban Service Area" that Middleton can annex at landowners' request in order to provide services that the Town cannot provide.

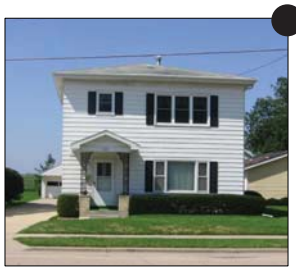


Dane County 2020 Transportation Plan (1997)
This plan encourages new growth adjacent to existing communities at urban densities that are within walking or biking distances of parks, shops, and transit stops. There is a push to improve the transportation system based on safety rather than expanding capacity. Large-scale developments are encouraged to occur primarily in business centers along major transportation corridors in urban areas. This neighborhood fits these criteria and all recent and proposed developments are consistent with this plan.

## Current Land Use

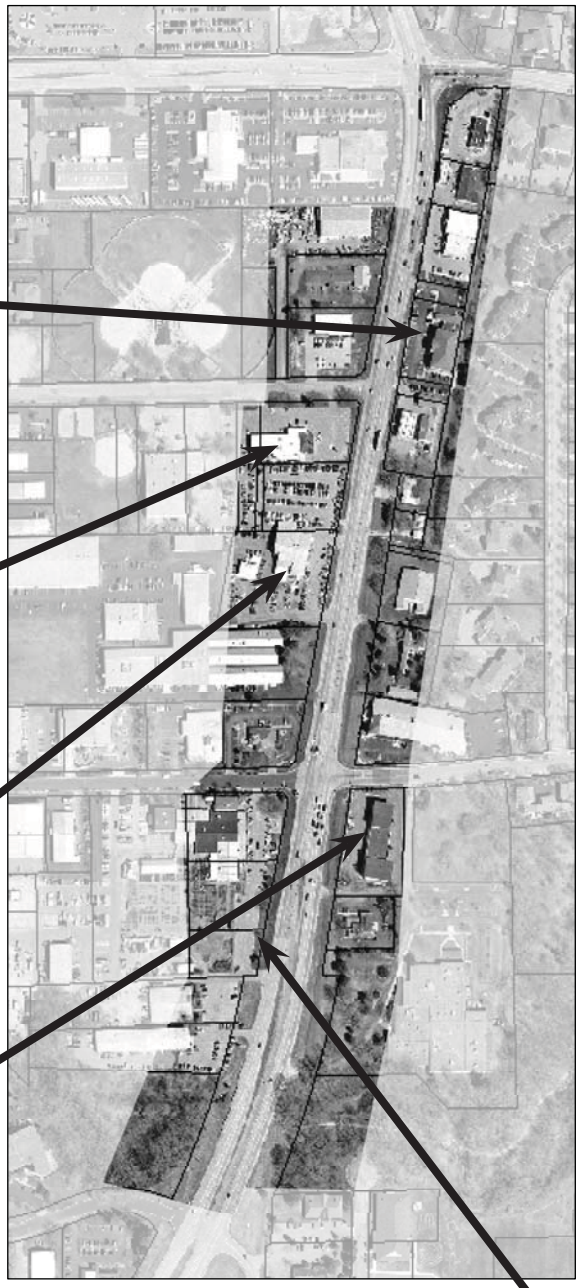
This Parmenter neighborhood spans a diverse range of land uses and can be broken down into five distinct zones, each with unique characteristics:
Old Parmenter (south of the roundabout)
New Parmenter – Roundabout to Century Ave.
New Parmenter – Century Ave. to Greenbriar Rd.
Parmenter-West (west of Parmenter and south of Century)
Century Avenue (Parmenter to Hwy 12)

Old Parmenter (south of the roundabout)
Residential buildings, predominately single-family homes, line the west side of this district zone, and the east side of this district is a mix of residential and neighborhood business. Currently there is one vacant lot (just south of the roundabout) and a few lots that are being developed into the new Middleton EMS and Fire Stations. The overall character is that of a residential street with mature trees and buildings 1-3 stories in height. Building styles are diverse, including a variety of mid-20th century single-family homes, single-family and multifamily homes and commercial buildings from the 70's and 80's, and the new, contemporary Parmenter Circle apartments.

New Parmenter – Roundabout to Century Avenue

This zone is primarily comprised of commercial buildings set back sixty to eighty feet from the right-of-way with parking predominately in the front. Building styles and quality are diverse, including contemporary, attractive retail structures, and older, nondescript structures lacking character. Building heights range from 15 feet to about 45 feet.



New Parmenter – Century Avenue to Greenbriar Lane

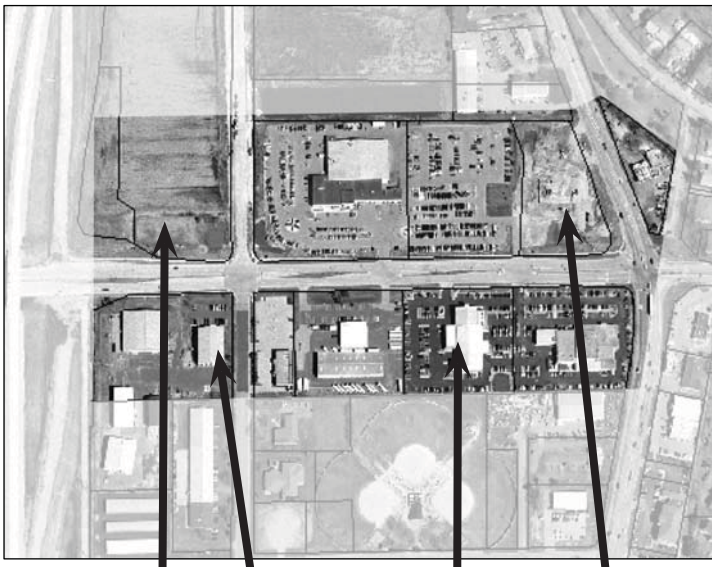
Since most of the land is undeveloped, the area lacks any defined character and is an attractive location for new development. Existing uses in this district include farming, commercial, and industrial. The commercial is limited to an area just north of Century Avenue and includes a mix of four buildings located on one site and the Ballweg Chevy Dealership. The industrial uses are located at the intersection of Parmenter/Graber, and the entire west side beyond the commercial uses is farmland. Currently there is a proposal for a mixed-use development that would extend Laura Lane through to Parmenter Street (Tribeca Development).


Parmenter-West (west of Parmenter, south of Century Avenue)

There is a mix of uses within this zone (office, manufacturing, warehouse, and recreational) that create a diverse architectural and urban character. The simple warehouse format with shallow pitched roofs and vertical metal siding is common throughout this area. Building heights range from 15 feet to 35 feet (1-3 stories).

Century Avenue

This stretch of road consists of large buildings with large parking areas, mostly used for car sales. These dealerships have all been built within the last seven years and all have a contemporary, urban design. The remaining buildings located on the southern side of Century Avenue house the Middleton School Transportation and the City's Public Works. These buildings are less desirable, taking on the form of a large warehouse. The building heights along Century Avenue range from 16 to 35 feet (1-3 stories).






**Redevelopment Opportunities and Impediments**

The City of Middleton is committed to the development of a neighborhood that enhances the natural, social and economic environment. Development and redevelopment opportunities in each of the five zones are analyzed in line with these sustainable principles.

Old Parmenter (south of the roundabout)

This area is dominated by small lots, the majority of which are residential in use and character. In the interest of preserving this character, single-family homes are not considered prime redevelopment opportunities. The most appropriate candidates for a redevelopment are under-utilized commercial lots, such as 2103 Parmenter, which is vacant, and 2317 Parmenter, which has limited value in current property improvements.

There are no *known* site contamination issues in this zone that would impede redevelopment. The PDQ gas station at the corner of Parmenter Street and University Ave. has underground fuel storage tanks that would need to be removed if that site were redeveloped.

It should be noted that this zone lies within easy walking distance of downtown Middleton. Should Dane County successfully develop a commuter rail system that extends to Middleton, that system will likely stop downtown near Parmenter Street. In the event that this commuter rail line and a downtown station are built, redevelopment opportunities within this zone will be reconsidered.

New Parmenter – Roundabout to Century Avenue

The former Highway 12, renamed Parmenter Street, is a "product of the early automobile age" (Highway 12 Corridor Redevelopment Plan). Many of the existing buildings are in need of a face-lift and some properties are currently vacant or underutilized. There are two vacant buildings within this area (3012-3100 Parmenter and 3202 Parmenter Street) and three single-family residential homes (2705, 3019, 3101 Parmenter). These sites provide good opportunities for redevelopment, especially for retail and commercial uses. Properties in this area with improvements assessed at substantially less than the value of the parcel include: 2616-2624 Parmenter, 2705 Parmenter, 3001-3003 Parmenter, 3012 Parmenter, 3019 Parmenter, 3101 Parmenter, 3202 Parmenter, 3206 Parmenter, and 3230 Parmenter.

The DNR Bureau for Remediation and Redevelopment Tracking System indicates several sites with underground fuel storage tanks that may or may not require remediation at the time of redevelopment. These sites include 2830 Parmenter (Bruce Company, two sites), 3010 Parmenter (former Schoepp dealership), 3101 Parmenter (residential), and 3111 Parmenter (Citgo).

The greatest potential impediment to redevelopment is property owners that choose not to sell or that place an unrealistic price on their property due to high expectations.

New Parmenter-Century Avenue to Greenbriar Lane

The area north of Century Avenue is either agricultural land primed for development or is commercial and industrial buildings that are not candidates for redevelopment at this time. The undeveloped land is visible from the freeway and has good access to that freeway. Development is likely assuming landowner willingness to sell. The proposed Tribeca Village will consume much of the developable land and will likely spur more development on the other parcels in this area.

The DNR Bureau for Remediation and Redevelopment Tracking System indicates several sites with underground fuel storage tanks that may or may not require remediation at the time of redevelopment. These sites include 3415 Parmenter (Sinclair gas station) and 7508 Century Avenue (PDQ, recently redeveloped).

Parmenter-West (west of Parmenter, south of Century Avenue)

Parcels bordering Highway 12 have excellent visibility for commercial purposes, though there are many interior parcels less visible from the highway or Parmenter Street. This area includes some vacant buildings and parcels that are obvious candidates for development and redevelopment. There is a vacant building at 2700 Laura and other possible vacancies in the office buildings throughout the district. Vacant parcels include 3000 Laura Drive (part of 3000 Parmenter Street), and 3201 Laura Drive. The baseball fields at 7622-7638 Lisa Drive are arguably underutilized given the size (5.5 acres) and value ($650,000+) of the land.

One possible impediment to redevelopment in this area is the relatively low property values. The warehouse-style businesses will likely continue to operate here as long as they can support the taxes. Without the pressure of higher values and taxes there is less economic motivation to increase density. Successful development of taller, more intensive uses in this area will likely raise property values throughout the area. A higher density of office uses will be more difficult to attract without sidewalks to allow workers to commute by foot or bus, or to walk to lunch.

The DNR Bureau for Remediation and Redevelopment Tracking System indicates one site, 3210 Laura Lane (Mid-Plains Telephone Garage), with an underground fuel storage tanks that may or may not require remediation at the time of redevelopment.

Century Avenue

This area has excellent visibility and access and is an attractive location for regional retail businesses such as the car dealerships already there. The municipal uses on the south side of the street are natural candidates for redevelopment as soon as the city can relocate those uses. The small lot at the northeast corner of Parmenter Street and Century Avenue is also a candidate for redevelopment, though it is a very constrained site.

**Future Land Use Plan**

Although "Mixed Uses" is a fundamental theme for the Parmenter Neighborhood, the particular mix of permitted uses should vary within the neighborhood. The Future Land Use Map features five distinct mixed-use categories to accommodate the unique characteristics and planning goals of the various zones within the neighborhood

Old Parmenter (south of the roundabout) - YELLOW
The primary planning goal for this zone is preservation of the existing character, which is a mix of single family, multifamily, and neighborhood business uses. New office or retail uses should be discouraged, and the design guidelines created with this plan should be utilized to protect and extend the existing scale and character, especially when applied to non-residential uses.

New Parmenter – Roundabout to Century Avenue - ORANGE
This area is arguably the most important component to the success of the entire neighborhood as a destination point. This zone contains many opportunities to increase density and provide a mix of land uses that enhance pedestrian activity. Retail, office, hotel, and residential uses are all viable options. Residential development along Parmenter Street is most appropriate for upper floors, reserving ground floor space for retail or office uses.

New Parmenter-Century Avenue to Greenbriar Lane - ORANGE
A variety of uses are appropriate for the development of this urban fringe area, including retail, office, hotel, and residential uses.

Parmenter-West (west of Parmenter, south of Century Avenue) – BLUE/DARK BLUE
This area is divided into two sections. The entire area is appropriate for office and light industrial or research uses. It is hoped that this area may over time become a high-density center of employment within the neighborhood. In addition, the southern tip of this area (LIGHT BLUE) is also appropriate for residential use, especially those parcels bordering the Pheasant Branch Creek.

Century Avenue - RED
Due to the high volume of east-west traffic and convenient access to Hwy 12, the parcels along Century Avenue are most appropriate for retail uses, especially "highway commercial" users geared toward regional demand such as the car dealerships. Office uses are also appropriate here, especially for the upper floors of buildings that feature retail use at street level.

# Parmenter Neighborhood

## Future Land Use Map

The Parmenter District is planned as a mixed-use district. Each zone features a unique mix of uses that will be permitted.

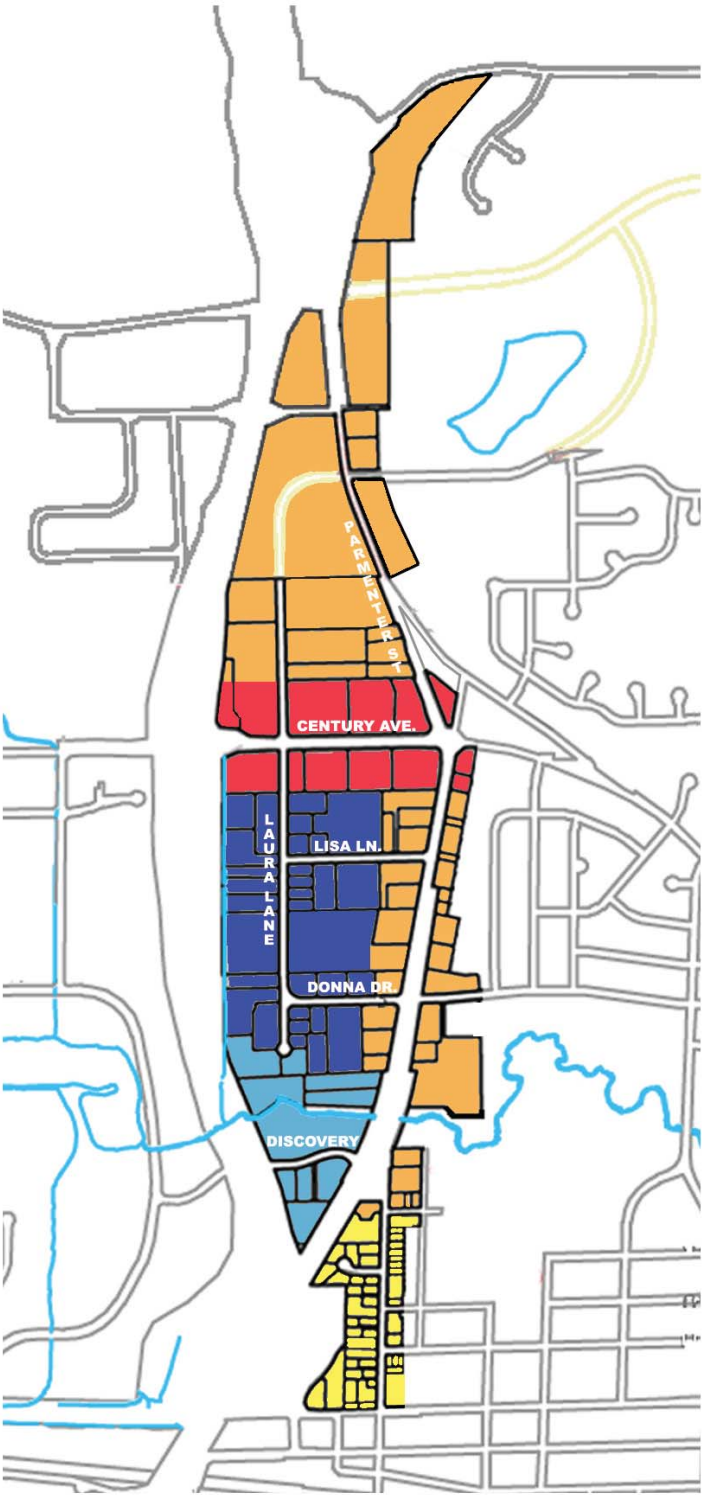
- Office
- Light Industrial (Research)

- Office
- Light Industrial (Research)
- Residential

- Retail
- Office

- Retail
- Hotel
- Residential (upper floors)
- Office

- Neighborhood Business
- Residential



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## Introduction

A successful, vibrant and sustainable neighborhood is built around a well-balanced transportation system that is accessible to all residents and visitors. The relocation of Highway 12 provides opportunities to move away from a traffic-centered corridor towards a system that integrates traffic with public transit and enhanced pedestrian and cycling facilities, creating a vibrant destination point for the City. This section addresses issues and opportunities in vehicular movement, pedestrian and bicycle movement and public transportation, and offers strategies to alleviate problems and improve the network throughout the neighborhood. Many of the important transportation issues are specific to the portion of Parmenter Street south of the roundabout. For convenience, that portion will be referred to hereafter as "Old Parmenter", and the portions north of the roundabout as "New Parmenter".

### Traffic Patterns

Traffic volumes in Middleton, as throughout Dane County, have been steadily increasing (Middleton Comprehensive Plan 2006). The US 12 bypass has shifted traffic patterns dramatically in the Parmenter neighborhood. These changes create challenges and opportunities for residents, business owners, and visitors. At right is a recommendation by Middleton's 2006 Transportation Plan for the functional classification of streets within the City of Middleton.

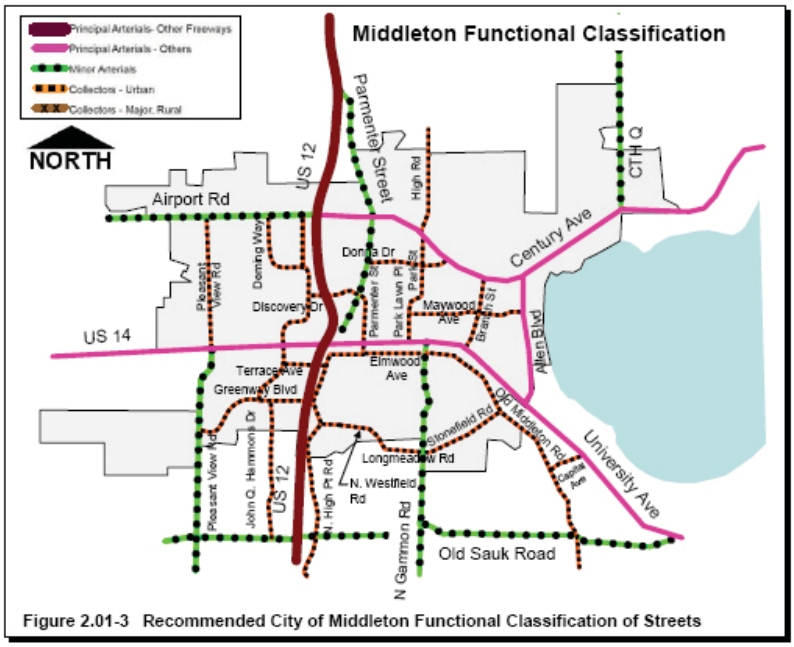


Figure 2.01-3 Recommended City of Middleton Functional Classification of Streets

### Traffic Issues as Reported by Residents and Property Owners

- With the construction of the US 12 bypass and the new roundabout, Old Parmenter Street is now perceived by residents to be busier than it was prior to these changes. The perceived increase in traffic, reportedly including more trucks and buses, has made it difficult for residents to get in and out of their driveways and is considered a nuisance by some residents.
- Drivers are not obeying the 25 mph speed limit on Old Parmenter Street, which has led to unsafe travel for other motorist, bicyclists and pedestrians.
- Turning movements at the Parmenter/Lee and Parmenter/Franklin intersections are difficult during peak hours.
- Some drivers find that turning movements at the intersection of Parmenter Street and University Avenue are difficult and dangerous during peak hours.
- Access planning for Parmenter Street north of Century Avenue has been viewed by developers as possibly too restrictive – there is a preference for more flexibility with the location and spacing of driveways.

### Traffic Discussion

Due to their recent reconstruction, New Parmenter Street and Century Avenue are both adequate to meet current traffic demands, and the property owners throughout those areas expect (and hope for) more traffic. A traffic impact analysis completed in 2007 for the Tribeca development per the City's conservative traffic modeling criteria indicates future inadequacies in these facilities, especially Century Avenue. Other significant development and redevelopment projects are expected along New Parmenter, and additional traffic modeling is recommended in coordination with specific development proposals.

Old Parmenter Street has not been significantly altered since traffic patterns were shifted by the Hwy 12 bypass completion. Traffic volumes along this section of Parmenter Street are likely to continue to increase with the continued development and redevelopment of properties north of the roundabout, as this is now the most direct connection between University Avenue and the existing business district north of the roundabout.

It may be possible to limit truck traffic on Old Parmenter Street by designating Deming Way and Discovery Drive as truck routes and by placing a weight limit on Old Parmenter. Even if successful in redirecting some truck traffic, this measure is not likely to result in an appreciable reduction in overall traffic through this residential portion of Parmenter.

Old Parmenter is a fairly wide street (44 feet curb-to-curb), and this width is contributing to the problem of excessive speeds. This problem could be alleviated with basic traffic-calming techniques that narrow the perceived width of the roadway, including lane marking and curb "bump outs" or traffic islands at intersections.

Prior to the Hwy 12 bypass and associated changes, the annual average daily traffic (AADT) was measured in 2002 at 4,500 trips. This was measured at a point between Lee Street and North Avenue. In May 2007 the City collected new data at a point between Lee Street and the roundabout and measured 7,200 trips, including 4,400 southbound and 2,800 southbound. The northbound/southbound disparity at this location is attributable to traffic exiting Hwy 12 and entering the neighborhood via the roundabout. Most of these trips are likely students and teachers driving to the high school. The most convenient route for these drivers to get back to Hwy 12 is south to University Avenue.

Several property owners along Old Parmenter have expressed concern that four lanes will be necessary at some point to handle the traffic. Should additional travel lanes become necessary, the existing roadway is wide enough to accommodate four lanes, however this format is not desirable for residents and would alter the character of the area. Traffic will need to increase dramatically before such a change would be necessary. For context and a basis of comparison to the 7,200 daily trips on Old Parmenter, Park Street carried 11,000 AADT in 2006 with two travel lanes near University Ave., and University Avenue carried 20,700 AADT in 2006 with four travel lanes near Parmenter St.

**Bicycle lanes, bump-outs and traffic calming**

"Traffic-calming" refers to various design features and strategies intended to reduce vehicle speeds and volumes. Traffic-calming techniques change streetscape design, often allocating road space away from vehicles towards sidewalks, bicycle lanes and green-space. Road designs that narrow the space allocated for vehicles force drivers to slow down and use caution. Studies have shown that as vehicle travel lane widths decrease, so too do annual crash rates per lane-mile, suggesting that narrower street designs and traffic calming can increase road safety.

The combination of on-road bike lanes and pedestrian bump-outs at key intersections along Old Parmenter Road will have the effect of narrowing the street and calming traffic. These traffic-calming devices also have the added benefit of increasing walking and cycling in an area, increasing street activity, enhancing street aesthetics and improving physical health, contributing to a more sustainable urban environment.

References:
Victoria Transport Institute (2007), *Traffic Calming: Roadway Design to Reduce Traffic Speeds and Volumes* Peter Swift (1998), *Residential Street Typology and Injury Accident Frequency*, Swift and Associates; and Charles V. Zegeer, et al. (1994), "Accident Relationships of Roadway Width on Low-Volume Roads," *Transportation Research*

The difficulty with turns at University Avenue is addressed by the 2007 Downtown Circulation Study (improved traffic signals recommended). The difficulties with turns at Lee and Franklin could be resolved by converting one or both of those intersections to three-way stops if warrants are met. This solution would decrease the attractiveness of this route for some drivers passing through the neighborhood (thereby limiting traffic volume), though it may not reduce traffic speed between the intersections and vehicle queues in busy periods could make driveway access more difficult around each intersection.

The issue of access to the urbanizing portion of Parmenter Street north of Century Avenue should be discussed with potential developers so that they understand and can work within the access limits to this minor arterial street. The City's Access Management Plan, adopted in December 2006, recommends driveway spacing of 150 feet (center to center) where the speed limit is 35 mph (as it is along all of New Parmenter). This spacing should provide adequate access to the street, though some developers may respond to the limitation in access by turning buildings "inward" toward interior circulation alternatives. This outcome is inconsistent with the vision of this street as vibrant and pedestrian-friendly. New development should be encouraged to maximize access to Parmenter Street within the limits of the Access Management Plan, and especially to treat the Parmenter Street façade as the primary façade, preferably including the principle building entrance.

**Traffic Recommendations**

1) Add lane markers along Old Parmenter to define (and potentially narrow) the travel lanes. This could improve the bicycle network and help reduce traffic speeds.

2) Host a listening session to evaluate perceptions of traffic and pedestrian conditions along Old Parmenter after lane and new crosswalk markers have been in place for a year.

3) Consider the installation of either bump-outs or pedestrian refuge islands at the intersections of Parmenter/Lee, Parmenter/North and Parmenter/Franklin. Either option will slow traffic and improve safety for pedestrians crossing the street.

Traffic islands and lane markings on Park Lawn

4) Consider a traffic study to evaluate total traffic, truck traffic and turning movements along Old Parmenter, and to assess the impact and technical feasibility of curb bump-outs and/or stop signs at the intersections of Parmenter with Lee Street, North Avenue, and Franklin Avenue.

5) Consider a broader traffic study of the entire neighborhood using this plan to estimate possible development type and density. This analysis should consider regional background traffic volumes with and without a North Mendota Parkway connection, development impacts from the west side of USH 12, and specific development and redevelopment projects, including the eventual development of the Northwest Quadrant area. The Century Avenue corridor and other existing and/or future internal collector type streets such as Laura Lane, Discovery Drive, Graber Road and Donna Drive should be included in this analysis.

6) Allow and encourage the maximum number of access points to Parmenter Street within the guidelines set by the 2006 Access Management Plan. This is part of an urban design approach for this corridor favoring a "downtown" feel to the greatest extent feasible, including primary building entrances facing Parmenter Street.

## Bicycle and Pedestrian Networks

The Middleton Bicycle and Pedestrian Plan (1999) identifies goals and opportunities to promote a walkable community. As stated in the plan, the goal is to create a safe, convenient city-wide bicycle and pedestrian facility system that will encourage people to ride bicycles or walk, rather than rely on motor vehicles for day to day trips. The map below (from the 2006 Transportation Network Plan) recommends the construction and/or marking of bicycle lanes along all of Parmenter Street north of University Ave.

### Bicycle/Pedestrian Issues as Observed and Reported by Residents

- The increased traffic on Old Parmenter Street (60% increase since 2002) has made pedestrian crossings more difficult during peak traffic hours.
- There is no designated bicycle lane or path on or along Old Parmenter. Though bicycles are allowed on the sidewalks per City ordinance [15.01 (3)], such use is incompatible with pedestrian travel and not preferred by most bicyclists.
- The roads west of New Parmenter (Laura Lane, Lisa Lane, Donna Drive) do not have sidewalks and this area is not currently designed to accommodate pedestrian access. Increased development in the area will increase both vehicular traffic and potential pedestrian traffic.

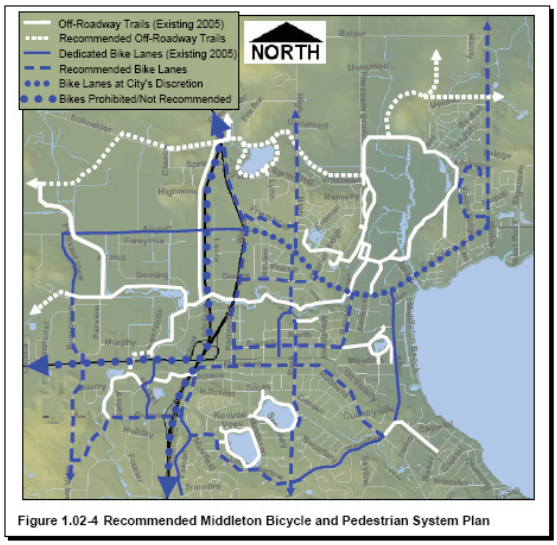


Figure 1.02-4 Recommended Middleton Bicycle and Pedestrian System Plan

- Parmenter Street north of Century Avenue has no sidewalks or paved shoulders and is unsafe for pedestrian or bicycle travel.

### Bicycle/Pedestrian Discussion

The most difficult roads to cross on foot are Parmenter Street and Century Avenue due to their widths and the speed and volume of traffic. Where these roads have been reconstructed, there are sidewalks and safe crossings at signaled intersections. South of the roundabout, Parmenter Street has painted crosswalks, but there are no other traffic controls to protect pedestrians. Crossing safety could be improved at the intersections of Parmenter with Lee Street, North Ave., and Franklin Street by the addition of bump-outs or refuge islands that shorten the curb-to-curb travel distance and calm traffic; by the renewal and expansion of crosswalk painting to more clearly identify the crosswalk, and/or by the installation of stop signs at these intersections. The 2005 Neighborhood Traffic Management Program describes the process by which some of these methods can be evaluated and implemented.

A more difficult challenge is the installation of sidewalks in the area west of New Parmenter. This area could support greater density, especially for office uses, and it should be possible to safely walk to

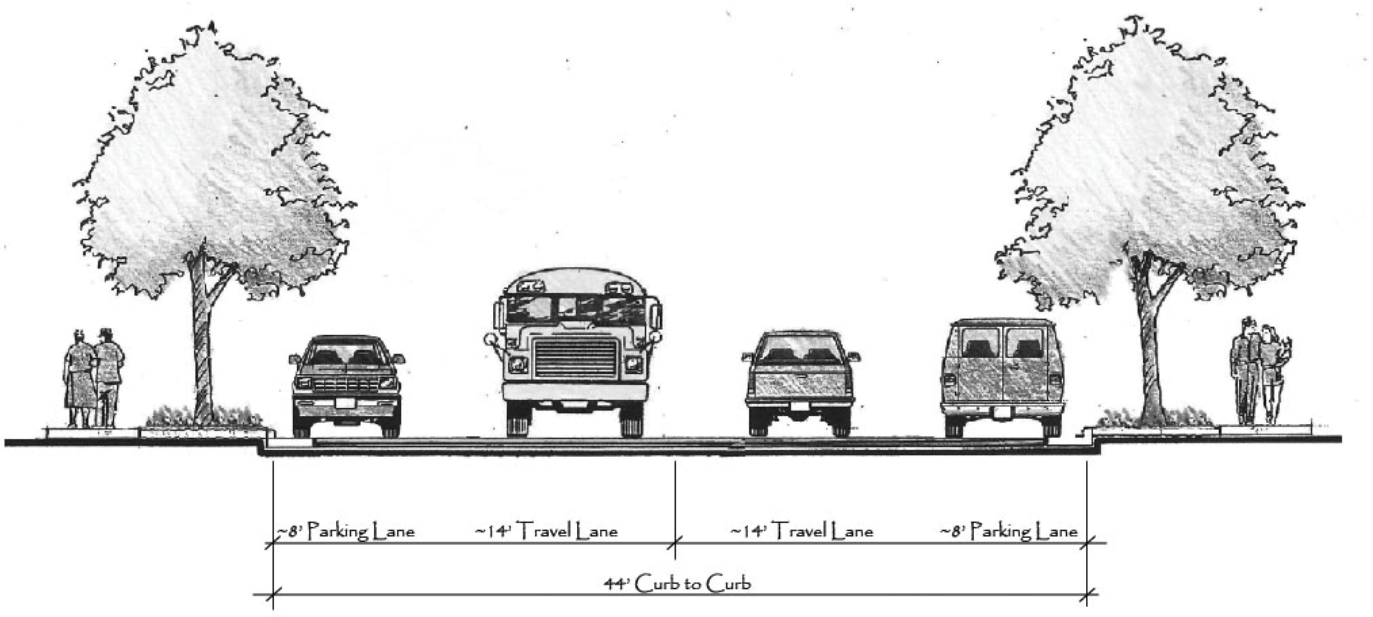
Above: Parmenter Street bicycle lane
Below: Parmenter Street bicycle path

and from retail nodes and bus stops on Parmenter Street and Century Avenue. Sidewalks on both sides of all streets are preferred, though this will in a few areas required the removal of existing trees and landscaping.

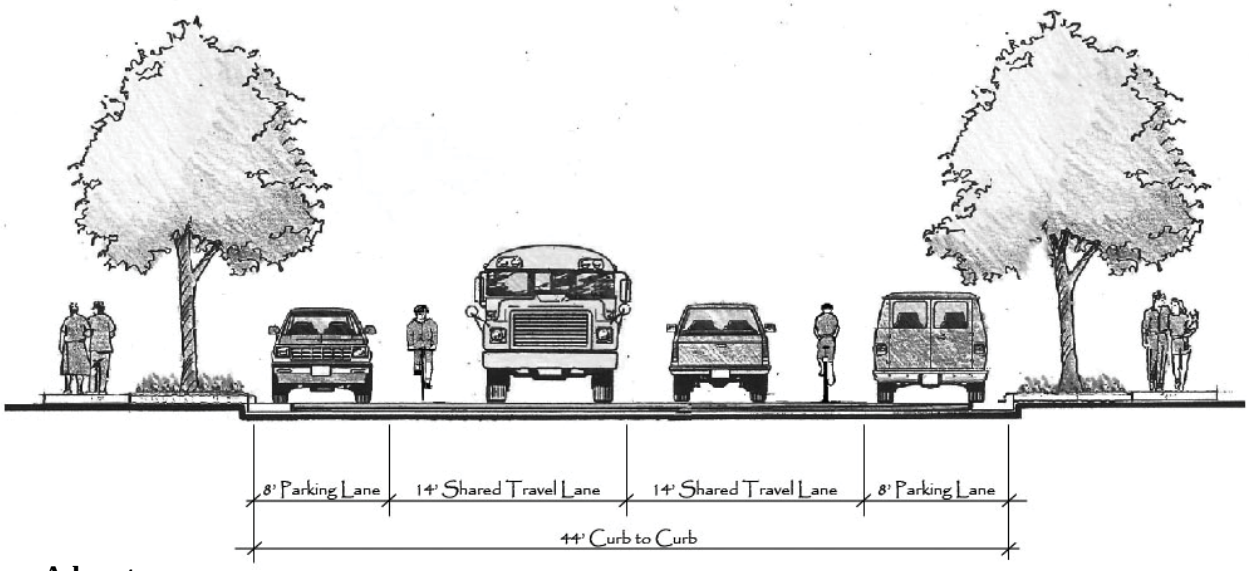
Parmenter Street north of Century Avenue is not yet improved to urban standards. Depending on the expected schedule for reconstruction to such standards, it may be appropriate to provide an interim fix to provide for bicycle and pedestrian safety, especially with the development of the Tribeca project. Paved shoulders marked with a 4-5 foot lane for bicycle use would satisfy this need.

The bicycle network should be extended along Old Parmenter by providing for bicycle travel on both sides of the street. The ideal configuration would provide separate, marked lanes for parking, biking, and driving, however the road is just barely too narrow to allow for the minimum recommended standards for each lane. Those minimums are eight feet for parking, five feet for biking, and ten feet for driving, requiring 46 feet curb to curb. This street offers 44 feet curb to curb. Reducing any of the necessary lanes below the recommended minimum may endanger bikers by suggesting a safe biking zone that may often be encroached by vehicles that stray from lanes too narrow for some drivers or vehicles to stay within. Alternative options for meeting the bike route need are illustrated and evaluated on the following pages.

**Figure 1: Existing Configuration of Old Parmenter – no lane lines**



**Alternative 1: 14' Shared Travel Lanes, 8' Parking Lanes**



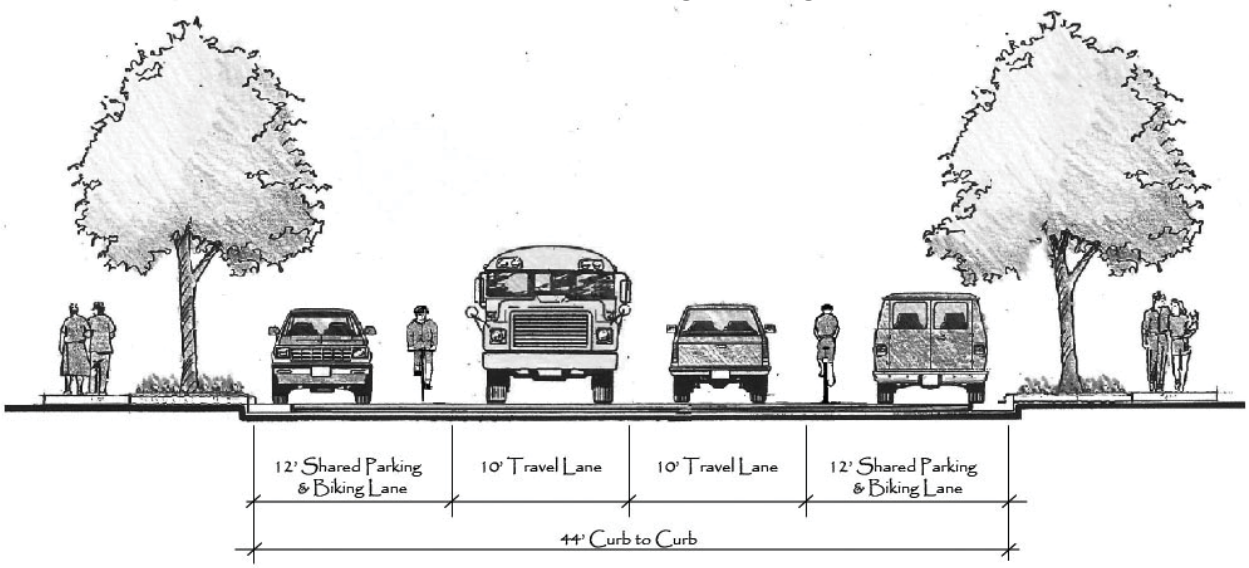

**Advantages**

- Retains parking on both sides of street

**Disadvantages**

- Bike lane not clearly designated or protected
- Travel lanes are wide when no bikers present (inducing higher traffic speeds)

**Alternative 2: 10' Travel Lanes, 12' Shared Parking & Biking Lanes**



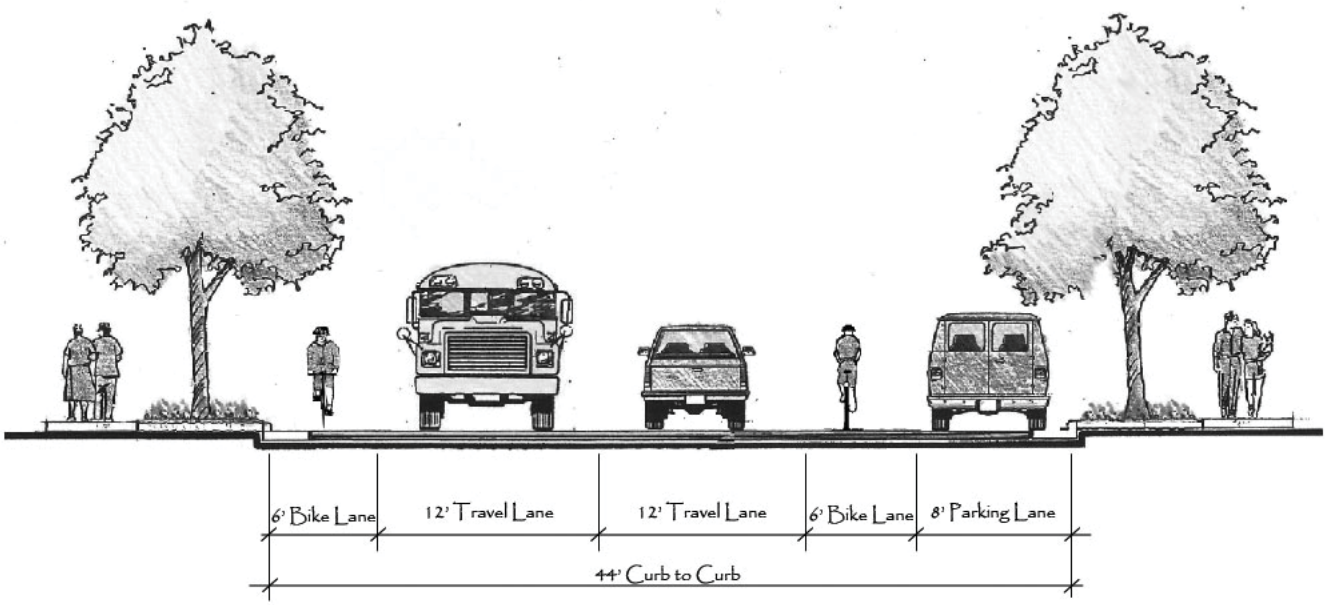

**Advantages**

- Retains parking on both sides of street
- Separates bikers from traffic
- Provides narrow travel lane for traffic (should help to reduce traffic speeds)

**Disadvantages**

- Bikers vulnerable to opening car doors (11' permitted but 13'+ preferred for shared biking/parking lane per AASHTO standards)

**Alternative 3: 12' Travel Lanes, 6' Bike Lanes, one 8' Parking Lane**




**Advantages**

- Separates bikers from traffic
- Provides adequate protected lanes for bikers

**Disadvantages**

- Loss of parking on one side of street (west side)
- Travel lanes still relatively wide (narrower lanes could reduce traffic speeds somewhat)

**Bike Route Alternatives Discussion**

Alternative one is equivalent to the current configuration of Park Lawn, though with shared lanes that are two feet wider than those on Park Lawn. This option is little different than current conditions on Parmenter and would not be likely to influence driving behavior significantly. Alternative three is the best option for bikers but the loss of parking would likely be objectionable to residents and business owners along the street. Alternative two is not ideal for bikers due to the risk of car door collisions. However, given the relatively low turnover of parked cars along the street (as compared to streets with more retail uses), this risk may be sufficiently low to warrant trying this approach here. Also, this option provides the narrowest travel lanes and therefore has the greatest potential to limit traffic speeds through the use of lane lines.

**Bicycle/Pedestrian Recommendations**

(In addition to the traffic calming recommendations listed in the previous section)

1) Establish the travel lanes at 10 feet in width with a solid white outer line, leaving the remaining 12 feet on each side for parking and biking.

2) Pave and mark for bicycle use the shoulders of Parmenter Street north of Century Avenue (unless reconstruction to urban standards is planned for 2010 or sooner)

3) Offer 50% matching funds for the installation of 5-foot sidewalks along existing developed parcels in the "Parmenter West" zone. When a parcel in this area is redeveloped, require sidewalk installation (financial assistance optional).

## Public Transit

The City contracts with Metro Transit. Currently there are three bus routes that service the neighborhood south of the roundabout as they travel from University Avenue to the transfer point on Discovery Drive (routes #70, #71, and #74). The remainder of the neighborhood is served only by route #72, a peak-hour only route that circles the area via Century Avenue, Nursery Drive, Deming Way, Discovery Drive, Parmenter Street, Donna Drive, and Northbrook Drive. There are no current routes serving the area north of Century Avenue.

During the weekend there is only one bus route that services the entire city. Route 70 passes through the neighborhood on Donna Drive, Parmenter Street, and Discovery Drive.

Should Dane County successfully develop a commuter rail system that extends to Middleton, that system will likely stop downtown between Parmenter Street and the west side of USH 12/14.


Madison Metro Weekday Service Map (September 2007)


Madison Metro Weekend/Holiday Service Map (September 2007)

### Public Transit Issues Identified

- There are no current routes providing bus service north of Century Avenue.
- There is no direct service to the areas west of Parmenter Street on Donna Drive, Laura Lane, or Lisa Lane, nor any sidewalks to facilitate walking to where there is service.

### Public Transit Discussion

Bus transit is a flexible system that can adapt to demand. Changes in land use are anticipated that will create more demand in underserved areas of the neighborhood. The Tribeca development should generate sufficient demand to justify a route through that development along the extension of Laura Lane. More intensive redevelopment of Laura Lane south of Century Avenue will also generate additional demand. In that case, it may be sufficient simply to provide sidewalks so that transit users can safely walk to stops on Century Avenue or Parmenter Street.

The viability of a commuter rail system depends in part on the convenience of getting to and from the fixed rail stops. More bus routes could pass by the downtown station. A north-south bus loop that passes between Tribeca and downtown on a frequent schedule would provide this convenience. Such a loop would also contribute to the sense that the Parmenter neighborhood is tied more closely to the downtown, even without the rail service as anchor.

Some communities offer free shuttle service along key downtown corridors, such as Denver, Colorado's 16th Street MallRide, Alexandria, Virginia's King Street Trolley, or Chattanooga, Tennessee's CARTA. This higher-cost option may become viable as density increases in the Parmenter Neighborhood, and could be supported by a merchants' association. It would be appropriate to also link Greenway Station to downtown by such a system.

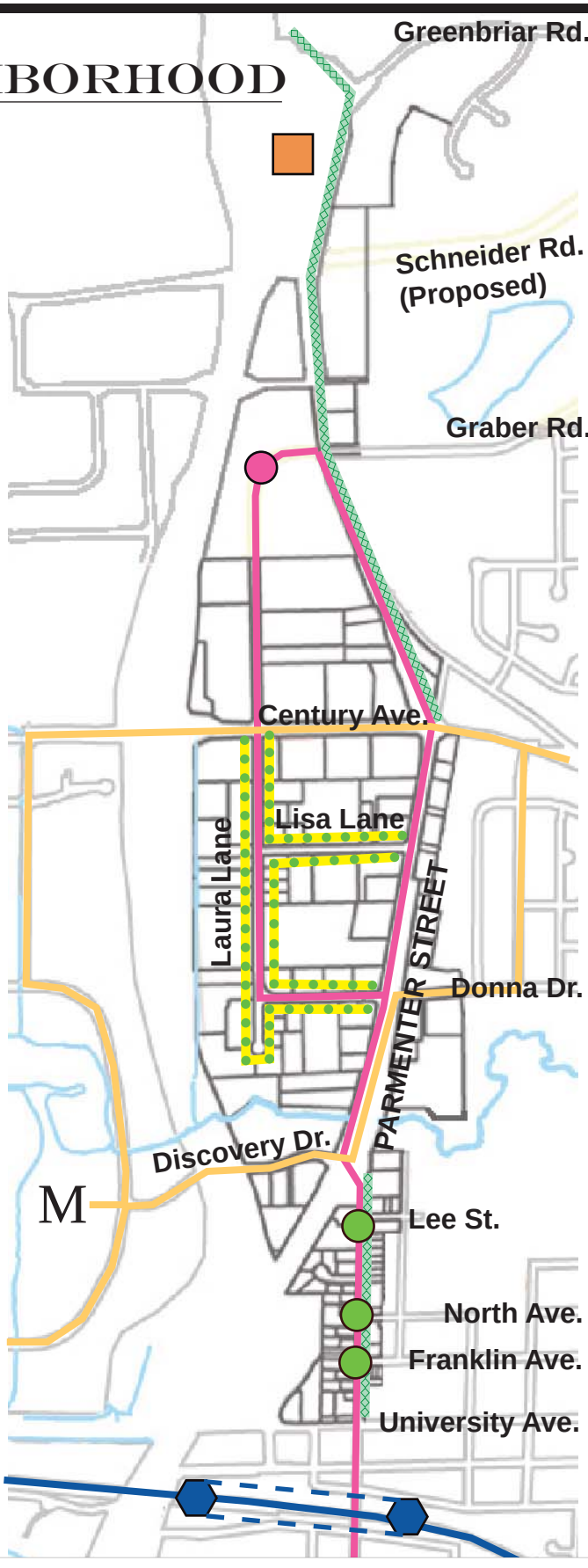
**Public Transit Recommendations**

1) Plan with Metro Transit and T. Wall Properties to add a bus stop within the Tribeca development.

2) Plan with Metro Transit for a bus route that connects Tribeca to downtown, ideally without passing through the Transfer Point.

# Parmenter Neighborhood
## Transportation Map

- Existing Bus Routes
- Proposed Bus Route and Stop
- Proposed Bike Lanes
- Proposed Sidewalks
- Existing Park-and-Ride Lot
- Proposed Bump-outs or Traffic Islands
- M Middleton Transfer Point
- Future Light Rail Line and Stop



## Introduction

Sustainable urban neighborhoods offer a range of employment options and a range of housing options, making it possible for some people to live and work in the same neighborhood. A range of housing types and costs allows residents to transition to different housing as life circumstances require, without leaving the community. The Parmenter Neighborhood currently offers only limited housing options within the neighborhood, and those are mostly located within the Old Parmenter zone south of the roundabout. While the northern portions of the neighborhood are adjacent to existing low-density residential neighborhoods, there are significant opportunities to build new residential options throughout much of the neighborhood.

## General Housing Discussion and Recommendations

As indicated in the Future Land Use chapter and map, new residential units are permitted and encouraged throughout the neighborhood, except along Century Avenue and in portions of the "Parmenter West" zone. The Old Parmenter zone south of the roundabout should remain primarily residential, and new residential development there should be designed with respect for the character of that street, which remains predominantly single-family in use and most structures are one or two stories in height. Redevelopment of existing single-family homes with larger, multifamily structures is discouraged.

The rest of the neighborhood is envisioned as dense and urban (by Middleton standards), and new housing should occur only in multifamily formats, including townhomes and flats in multi-story buildings. First-floor residential units fronting Parmenter Street are discouraged north of the roundabout because retail, service, or even office uses create a more active daytime street environment.

Example of a mixed-use building (Mount Pleasant, IL)

Both rental and owner-occupied condominium formats are encouraged throughout the neighborhood, and the current balance of each within the neighborhood should be considered during the development process. The desired long-term mix of housing units should include approximately 50%-70% owner-occupied units.

## Workforce Housing Discussion and Recommendations

Affordable housing is an issue of concern in Middleton. The City organized an Affordable Housing Task Force in 2003 to study the issue, and offered a report on the issue including evidence of the problem and recommendations for solutions. The issue, simply stated, is that the rise in the cost of housing has outpaced the rise in incomes over recent decades, many residents are now paying more than 30% of their income to live in the city, and potential residents are choosing to live elsewhere (see the "Workforce housing summary presentation" and "Recommendations for Community Housing Goals & Objectives—Middleton Affordable Housing Task Force" at http://www.ci.middleton.wi.us/econdev/econdev.htm). People who choose to live elsewhere due to cost may still choose to work in Middleton, a common arrangement that increases travel time, travel expense, road congestion, and energy consumption. Some people who cannot afford to live in

Middleton will decide not to work here either, and this is an impediment to economic growth. To support business growth in the Parmenter neighborhood and throughout the city, workforce housing is therefore a goal.

The City's voluntary workforce housing policy asks developers to provide some units that can be purchased or rented by people earning 40% - 80% of the Area Median Income (AMI). Current projects that feature such units include Whispering Pines (located on Pleasant View Road west of Discovery Springs business park), Hidden Oaks (located along Evergreen Road west of Discovery Springs business park), and Parmenter Circle (the apartment building just south of the Parmenter roundabout).

To further meet the need for workforce housing, and to further support business growth in the neighborhood, workforce housing is encouraged for any site in the neighborhood. Most parts of the neighborhood are on or near a bus route and most are within walking distance of restaurants and some retail amenities. Developers considering a workforce housing component are strongly encouraged to mix such units with market-rate units such that the two types of units are indistinguishable.

Parmenter Circle

# V. Neighborhood Action Plan

## Introduction

The Parmenter Neighborhood Plan seeks to transform the Parmenter Street area into a vibrant, sustainable neighborhood. This action plan is a compilation of the various actions recommended throughout the plan to translate this vision to reality. Accompanying each action is a designation of responsible parties, an indication of priority with recommended timeframe for completion, and cost estimates for budgeting purposes. Note that cost estimates are 2008 dollars and should be adjusted for inflation in future years.

### 1) Land Use Actions

1.1 Provide a copy of this plan to property owners planning development activities, and use this plan, including the design guidelines, to evaluate all proposals in the district.

***Responsible Parties:*** *City Planning Staff, Plan Commission*

***Priority:*** *High – begin immediately*

***Estimated City cost to implement:*** *Minimal*

### 2) Transportation Actions

2.1 Paint lane markers on Parmenter Street from the roundabout to near University Avenue, creating 10-foot driving lanes and 12-foot parking/biking lanes. Paint/repaint crosswalk lines at the intersections of Parmenter with Lee Street, North Avenue, and Franklin Avenue.

***Responsible Parties:*** *Plan Commission, City Council, Department of Public Works*

***Priority:*** *High – complete in 2008*

***Estimated City cost to implement:*** *Approximately $0.75 per linear foot. Total length is approximately 3,900 linear feet of lane lines (2 lines). Total estimated cost is $3,000.*

2.2 Pave shoulders of Parmenter Street from Century Avenue to Greenbriar Road and mark as bike lanes.

***Responsible Parties:*** *Plan Commission, City Council, Department of Public Works*

***Priority:*** *Medium – complete by fall 2010*

***Estimated City cost to implement:*** *Approximately $20 per linear foot (both sides of street), including excavation, aggregate base, 3" asphalt, and lane striping. Total length is approximately 4,800 linear feet. Total estimated cost, including 8% for design and 30 "Bike Lane Only" markings: $106,000.*

2.3 Offer 50% matching funds for the installation of 5-foot sidewalks along existing developed parcels in the "Parmenter West" zone. When a parcel in this area is redeveloped, require sidewalk installation (financial assistance optional).

***Responsible Parties:*** *Plan Commission, City Council, Department of Public Works*

***Priority:*** *Medium – make available starting in 2009*

***Estimated City cost to implement:*** *Approximately $2.50 per linear foot ($5.00/lf total) A 200-foot parcel will cost City and property owner each $5,000*

**2) Transportation Actions (Cont.)**

2.4 Host a listening session to evaluate perceptions of traffic and pedestrian conditions after lane and new crosswalk markers have been in place for a year.

***Responsible Parties:*** *Planning Staff*

***Priority:*** *Medium – complete in 2009 (or one year after lane and crosswalk markers installed)*

***Estimated City cost to implement:*** *Minimal*

2.5 Consider a traffic study to evaluate total traffic, truck traffic and turning movements along Old Parmenter, and to assess the impact and technical feasibility of curb bump-outs and/or stop signs at the intersections of Parmenter with Lee Street, North Avenue, and Franklin Avenue.

***Responsible Parties:*** *Planning Staff, Plan Commission, City Council*

***Priority:*** *Medium – pending outcome of listening session*

***Estimated City cost to implement:*** *$4,000-$8,000*

2.6 Consider a broader traffic study of the entire neighborhood using this plan to estimate possible development type and density. This analysis should consider regional background traffic volumes with and without a North Mendota Parkway connection, development impacts from the west side of USH 12, and specific development and redevelopment projects, including the eventual development of the Northwest Quadrant area. The Century Avenue corridor and other existing and/or future internal collector type streets such as Laura Lane, Discovery Drive, Graber Road and Donna Drive should be included in this analysis.

***Responsible Parties:*** *Planning Staff, Plan Commission, City Council*

***Priority:*** *Medium – complete in 2009 or 2010*

***Estimated City cost to implement:*** *$40,000-$60,000*

**3) Housing Actions**

3.1 Encourage developers to consider a residential component in projects, and to include a workforce housing component. This neighborhood is ideal for workforce housing.

***Responsible Parties:*** *Planning Staff, Plan Commission*

***Priority:*** *High – continue to do this*

***Estimated City cost to implement:*** *varies, City may consider financial assistance*

# MIDDLETON PARMENTER NEIGHBORHOOD DESIGN GUIDELINES

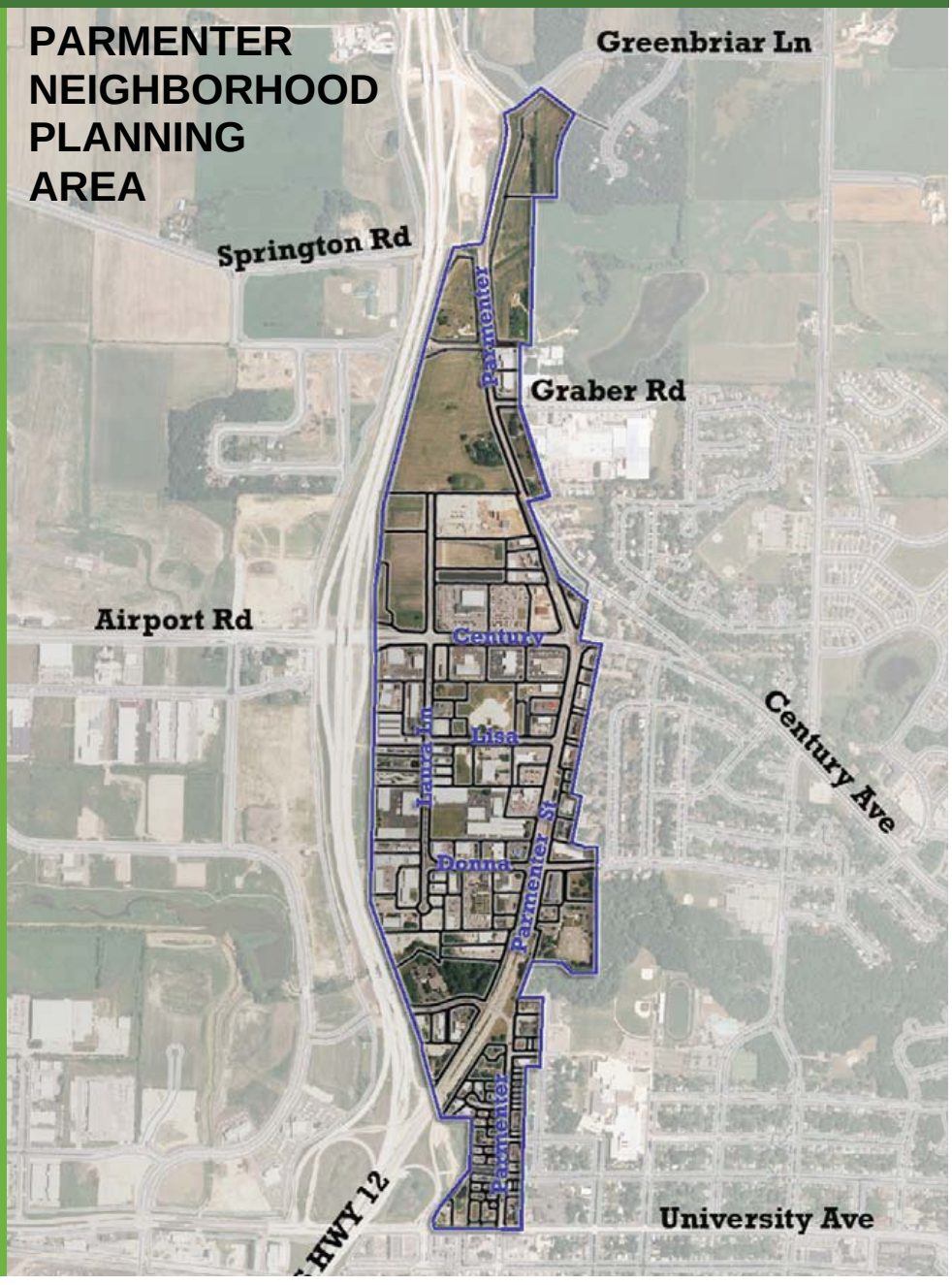
Created with assistance from MSA Professional Services, Inc.

## SITE DESIGN

- Setbacks
- Relationship to the Street
- Signage
- Lighting
- Parking Lots
- Service Areas

## BUILDING DESIGN

- Height
- Entrance Features
- Commercial Ground Floor Transparency
- Mass & Articulation
- Roof Expression
- Materials
- Colors



# Frequently Asked Questions

**Why has the City adopted these guidelines?**

The Middleton Parmenter Street Design Guidelines were developed to protect and enhance the appearance, value and function of the properties within the Parmenter Street area. These guidelines are built around the principals of sustainability; ensuring that new development will:

- Encourage pedestrian activity and bicycle use within the Parmenter Neighborhood
- Reduce the impact of development on the natural environment in the Parmenter Neighborhood.

The guidelines are intended to allow for creativity and variety within a framework of basic design parameters that will lead to a successful and sustainable urban environment.

**What is sustainable design and why is it important?**

Sustainable design can have significant environmental, economic and social benefits, including:

*Environmental benefits:*

- Enhance and protect ecosystems and biodiversity
- Improve air and water quality
- Reduce solid waste
- Conserve natural resources

*Economic benefits:*

- Reduce operating costs
- Enhance asset value and profits
- Improve employee productivity and satisfaction

*Health and community benefits:*

- Enhance occupant comfort and health
- Minimize strain on local infrastructure
- Contribute to overall quality of life

The Parmenter Street Design Guidelines recommend and encourage the incorporation of sustainable design. Sustainable design information is included throughout the design guidelines.

**I own an existing building in the Parmenter Street Design District - will I be expected to change my building to meet these guidelines?**

No. Changes are not required. However, if you apply for a permit to modify or add a feature covered by these guidelines, you will be asked to follow the guidelines that address that feature. Typical examples of changes to existing buildings that require a permit and must follow these guidelines include new siding, awnings, signs, and exterior lighting. It is not the intent of these guidelines to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

The City of Middleton strongly encourages existing building owners who are not required to meet the guidelines to use the sustainable design options outlined in the design guidelines as guidance for improvements to existing buildings.

**Some of the guidelines use words like "shall" or "prohibited", others use words like "should" or "encouraged". What is the difference?**

Guidelines with "shall" and "prohibited" are requirements that must be met. These critical words are highlighted. All other guidelines are suggestions that the City would like applicants to consider, sometimes strongly consider. Applicants that do not believe they can or should follow a "required" guideline must negotiate with the Plan Commission for a waiver of that requirement.

**I believe some of these guidelines are difficult or impossible to fulfill on my site - can I get a waiver?**

As described above, a waiver is needed only when applicants request an exception to a "required" guideline. Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on the applicant's ability to demonstrate one or more of the following conditions:

A) The required design feature cannot be met on the site
B) The requirement would create undue hardship for the applicant as compared to other properties in the district
C) The intent of the guideline can be successfully met with an alternative design

**How does the approval process work?**

Applicants should review this Handbook at the beginning of the design process. The following items must be submitted for review by City staff and the Middleton Plan Commission:

- Design Guidelines Checklist (see last pages of Handbook)
- Illustrations, Diagrams, Samples, and Spec Sheets

City Staff will review submissions for completeness and place the proposal on the agenda for the next scheduled Plan Commission Meeting. Applicants should submit required materials at least two weeks before the meeting to allow time for staff review and distribution of materials. Submissions made less than two weeks before a Plan Commission meeting may be scheduled for the following month's meeting. Applicants that wish to appeal the decision of Plan Commission may do so to the Common Council. Requests for appeal should be made in writing to the Planning Director.

# Terms

**Awning sign:** a sign that rests above or below the building's awning, or is designed into the material of the awning.

**Building mounted sign:** a sign that is adhered to the building, usually placed above ground-floor windows (or comparable height), that projects less than six (6) inches.

**Clear glass:** glass that is neither frosted nor obscured in any way, allowing a clear view to the interior of the building.

**CMU, Smooth-faced:** a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish.

**CMU, Split-faced:** a concrete masonry unit with a textured exterior finish.

**Functional Public Entrance:** a building entrance that is unlocked during business hours, and is designated for public use.

**EIFS (*Exterior Insulation Finishing System*):** building product that provides exterior walls with a finished surface, insulation, and waterproofing in an integrated composite system.

**Fiber Cement Siding (*FCS*):** an exterior building material made of sand, cement, and cellulose fibers. In appearance, FCS most often consists of overlapping horizontal boards**,** resembling wood siding.

**Free-standing sign:** a sign that is not attached to a building.

**LED (*Light Emitting Diode*) Sign:** a sign comprised of many LEDs to create monochromatic or fullcolor pictures and text; can be made to scroll, flash, and change.

**Monument-style sign:** is a sign that is solid in appearance from the ground to the top of the sign, usually less than eight (8) feet tall and often incorporating a masonry foundation.

**Parking lot:** any parking area that has four (4) or more stalls.

**Parking stall:** the area designated for a single vehicle to park. A standard parking stall is 9 feet wide and 18 feet in length as defined by the City of Middleton Off-Street Parking Areas Specifications and Standards.

**Projecting sign:** a sign affixed to a building or wall in such a manner that its leading edges extends ore than six (6) inches beyond the surface of the building.

**Right-of-Way (*ROW*):** public land reserved for transportation use, including streets and sidewalks.

**Sustainable design:** Building and site design features that reduce the impact of the development on the natural environment and also provide social and/or economic benefits.

**Vegetative buffer:** a portion of land that uses plant life, trees, grass, etc. to separate two distinct areas visually and physically.

**Window sign:** a sign that is painted on or hung behind a window and visible from the street

# A. Site Design

**Intent**

- To ensure adequate design and review of site-related characteristics
- To encourage the use of sustainable design practices

**Guidelines**

A site plan **shall** be submitted with the Design Guideline Checklist and **shall** show all of the important features planned for the site, including, as applicable:

- ☐ Trash and recycling container placement
- ☐ Pedestrian pathways
- ☐ Vehicular parking and circulation
- ☐ Bicycle parking
- ☐ Landscaping
- ☐ Stormwater management features
- ☐ Lighting

# B. Setbacks

**Intent**

- To establish and preserve an appropriate urban character
- To encourage pedestrian activity

**Guidelines**

1. South of the roundabout: primary structures **shall** be set back from the public ROW a minimum of ten (10) feet and a maximum of twenty-four (24) feet. At least 50% of the building facade should be built no further from the street than the maximum setback to reinforce the intimate feel of the "Old Parmenter" area.
2. North of the roundabout: in the interest of establishing an urban, pedestrian-friendly environment, primary structures should be located as close as ten (10) feet to the public right-of-way, or as close as permitted by the applicable zoning district. Front yard parking is permitted but discouraged (and limited to one double-loaded aisle, see Section E.2). Where front yard parking is desired, applicants should consider locating a portion of the building at or near the minimum setback. Setbacks greater than 70 feet are strongly discouraged.

## Sustainable design options

*Building setback*

- ➢ Where front yard parking is desired, locate a portion of the building at the minimum street setback to improve pedestrian access and urban character.

An appropriate compromise between pedestrian-friendly and car-friendly design – bring a portion of the building forward to the minimum front setback line with parking along the remainder of the street frontage.

# C. Signage

### Intent
To promote attractive signage that complements the architectural character of the building and the district.

### Guidelines
*All signs **shall** conform to the City's Sign Ordinance and a sign permit **must** be acquired. Signs **must** also conform to the following guidelines.*

1. Permitted sign types include building mounted signs that face the street, window signs, projecting signs, monument signs, and awning signs.

2. Any exterior signage lights are encouraged to be mounted above the sign and directed downward to minimize light pollution.

3. Building signs should be integrated with the overall building design in color and style.

4. Shrubs, planting beds, or mix of these options **shall** be planted around free-standing signs.

5. Roof signs are discouraged, but may be appropriate if integrated with the design of the building (e.g. as part of the screening for rooftop mechanicals). Roof signs are most appropriate on buildings adjacent to Hwy 12.

6. Pole signs are strongly discouraged in all locations.

7a. Parmenter St. (south of roundabout) only:
Free-standing signs, if used, **shall** be monument signs and **shall** be no greater than five (5) feet in height. Building signs are strongly encouraged in lieu of monument signs.

7b. Parmenter St. (n. of roundabout) and Century Avenue only:
Free-standing signs **shall** be no greater than 10 feet in height. Monument-style signs are strongly encouraged.

7c. Laura Lane, Lisa Lane, and Donna Drive only: Freestanding signs **shall** be no greater than eight (8) feet in height. Monument-style signs are strongly encouraged.

**Sign Types**

Window

Building

Awning

Monument



Monument style signs with plantings


Existing monument-style signs (under eight feet in height)

## Sustainable design options

*Lighting*
- Any exterior signage lights are encouraged to be mounted above the sign and directed downward to minimize light pollution.
- The use of fluorescent or compact fluorescent lighting uses about 75% less energy than standard lighting produce 75 percent less heat, and lasts up to 10 times longer.

More information: www.energystar.gov and www.focusonenergy.com

Pole signs strongly discouraged

# D. Lighting

**Intent**

- To promote effective and attractive exterior lighting that does not produce glare or light pollution.
- To reduce the energy consumption of lighting fixtures

**Guidelines**

1. Exterior lighting should be designed to complement the character of the building.
2. Exterior lighting **shall** conform to all applicable lighting ordinances as adopted by the City of Middleton.

Examples of full cut-off lights that minimize glare and light pollution

## Sustainable design options

*Motion sensor lighting*

- Using occupancy or motion sensors to control lighting can save up to 80% of lighting energy consumption.

*Energy efficient lighting*

- The use of fluorescent or compact fluorescent lighting uses about 75% less energy than standard lighting produce 75 percent less heat, and lasts up to 10 times longer.

*Internal lighting*

- Energy-efficient lighting with advanced lighting controls (motion sensors, dimming, etc.) are encouraged.

More information:

- www.energystar.gov
- www.focusonenergy.com

# E. Parking

*Parking lots **shall** conform to the City's* Off-Street Parking Areas Specifications and Standards *and also to the following guidelines.*

### Intents

- To provide parking lots that are safe for drivers and pedestrians
- To establish a consistent aesthetic quality and to mitigate environmental impacts of parking lots
- To minimize the amount of parking required to meet parking needs
- To minimize the impact of parking lots on the natural water cycle

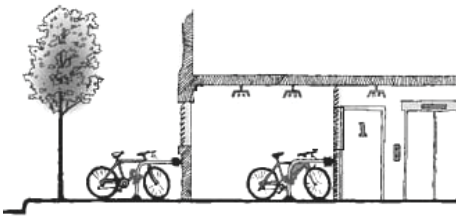
### Guidelines

1. Shared parking lots are encouraged as a means to reduce total impervious surfaces, reduce access points to the street (and across sidewalks), and provide more convenient access for customers. Adjustments to parking requirements may be possible when sharing parking lots - see the City's *Off –Street Parking Areas Specifications and Standards*.
2. Side and rear parking is encouraged, and on-site parking in front of the building is discouraged. Front yard parking **shall** be limited to no more than one double-loaded parking aisle.
3. Walkways **shall** be provided to connect the building entrance to the public sidewalk. Where these walkways cross parking areas and driving lanes they **shall** be clearly identified, either with different paving materials such as brick or colored concrete (preferred) or with painted crosswalk striping.
4. Bicycle parking **shall** be provided for all new structures. Bike racks **shall** be designed to allow the use of a U-shaped lock that secures the frame to the rack. The number of bicycle parking spaces **shall** be determined by the following standards:
   - Minimum for all structures – 2 spaces
   - Dwellings – 1 per dwelling unit
   - Hotels/lodging houses - 1 per 20 employees
   - All other uses - 1 per 10 auto spaces
5. Landscaping is required in all parking lots by the City's *Off -Street Parking Areas Specifications and Standards*. Landscaped areas and islands serve multiple purposes, including:
   - Highlight and protect pedestrian routes
   - Guide the safe flow of vehicular traffic
   - Improve the appearance of the parking area, and
   - Reduce the negative ecological impacts created by the parking lot, including summer heat gain and stormwater runoff volume and contaminants.

Within the Parmenter District, the following standards **shall** be met:

a. *Parking row bookends* – parking rows **shall** be separated from perpendicular drive lanes by a landscaped island or peninsula that extends the full length of the parking stall.
b. *Access drive buffer* – to provide adequate "queue" space for entering and exiting vehicles, parking stalls **shall** be set back or separated from the access drive to a depth of twenty-five (25) feet from the public ROW.

Shared parking between two retail buildings



Bicycle parking can be provided indoor or outdoor

Preferred: bike racks that allow the bike frame to be locked to the rack

Discouraged: bike racks that do not allow for proper frame locking

A parking lot with an extensive amount of trees and plantings, mitigating heat build-up

c. *Public pedestrian route buffers* - where parking spots abut a public sidewalk or trail a landscape buffer **shall** be established and maintained. Where no sidewalks currently exist, it will be assumed that sidewalks may be installed in the future and a buffer **shall** be provided between the parking lot and the public ROW. Similar buffers are encouraged within the site to protect private pedestrian routes.

d. *Minimum width of landscape area*s - all landscape islands, areas, and buffers **shall** have a minimum width of five (5) feet of pervious surface for plantings, measured from the inside of any curb or frame. Wherever canopy trees are planted to satisfy the *Off-Street Parking Areas Specifications and Standards*, the planting area **shall** have a minimum width of eight (8) feet, measured from the inside of any curb or frame, to ensure the long-term viability of the tree.

e. *Protecting visual connections* – Plantings and low fences located between parking areas and the public ROW are strongly encouraged, however, for pedestrian safety, these features **shall not** obscure vision between 3 and 8 feet above ground. Trees and bushes that would naturally obscure this zone at maturity **shall not** be used.

f. *Concrete curb required* – to protect landscaping, all parking and drive areas **shall** be edged with concrete curb. This curb may feature gaps to allow stormwater flow into infiltration basins.

## Sustainable design options

*Shared parking*

- Shared Parking means that parking spaces are shared by more than one user, allowing parking facilities to be used more efficiently, reducing the need to build larger amount of parking.
- Parking can be shared efficiently by land uses with different peaks (see table at right).
- Shared parking lots are encouraged as a means to reduce total impervious surfaces, which can reduce stormwater runoff and the "heat-island" effect.

*Landscaping*

- Parking lots create large areas of impermeable surface, producing large amounts of runoff during periods of rain. This runoff is also subject to contamination from car pollutants such as motor oil.
- Parking lots can be designed to channel this run-off into retention or bio-filtration basins. Such basins reduce the stress on the stormwater system and streams or lakes as well as allowing pollutants to settle, slowing or even preventing these pollutants from making their way into local waterways.
- Parking lots represent significant heat islands in urban areas. The heat from paved areas stores and increases heat in a localized area. Landscaping parking lots reduces this effect.
- The use of indigenous and low-water use plants will reduce the water use needed for these landscaped areas.

*Paving materials*

- Where large paved areas such as parking lots are required, it is recommended that permeable paving surfaces, pervious asphalt or concrete, or special paving blocks, are considered. These materials are especially appropriate for parking stalls.

Peak Parking Demand by Land Use

| Weekday Peaks | Evening Peaks | Weekend Peaks |
|---|---|---|
| Banks<br>Schools<br>Distribution facilities<br>Factories<br>Medical clinics<br>Offices<br>Professional services | Auditoriums<br>Bars and dance halls<br>Meeting halls<br>Restaurants<br>Theaters<br>Multifamily housing | Religious institutions<br>Parks<br>Shops and malls |

Landscaped parking lot

Sources and more information:

- Shared parking - http://www.vtpi.org/
- Green Guide: Sustainable Product Choices -www.shwec.uwm.edu/bgg

# F. Service Areas

**Intent**
To improve and maintain the appearance of the Parmenter Street area

**Guidelines**

1. Trash containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.), and rooftop mechanical equipment **shall** be located or screened so that they are not visible from a public street (including Highway 12) or adjacent properties. Electrical service boxes are excluded from this requirement but are encouraged to be screened as much as possible.
2. Screening should be compatible with building architecture and other site features.
3. Placement of service boxes should be located away from the pedestrian zone. Preferred locations are in the rear yard, in the side yard setback twenty (20) feet from the front building plane, or in the front yard following the minimum building setback restrictions from the Parmenter Neighborhood Design Guidelines: B1.

Good examples of how to cover service areas: by a wooden fence with landscaping (top) or by a brick wall with landscaping (bottom).

Poorly placed service boxes that do not have any screening devices employed.

# G. Building Height

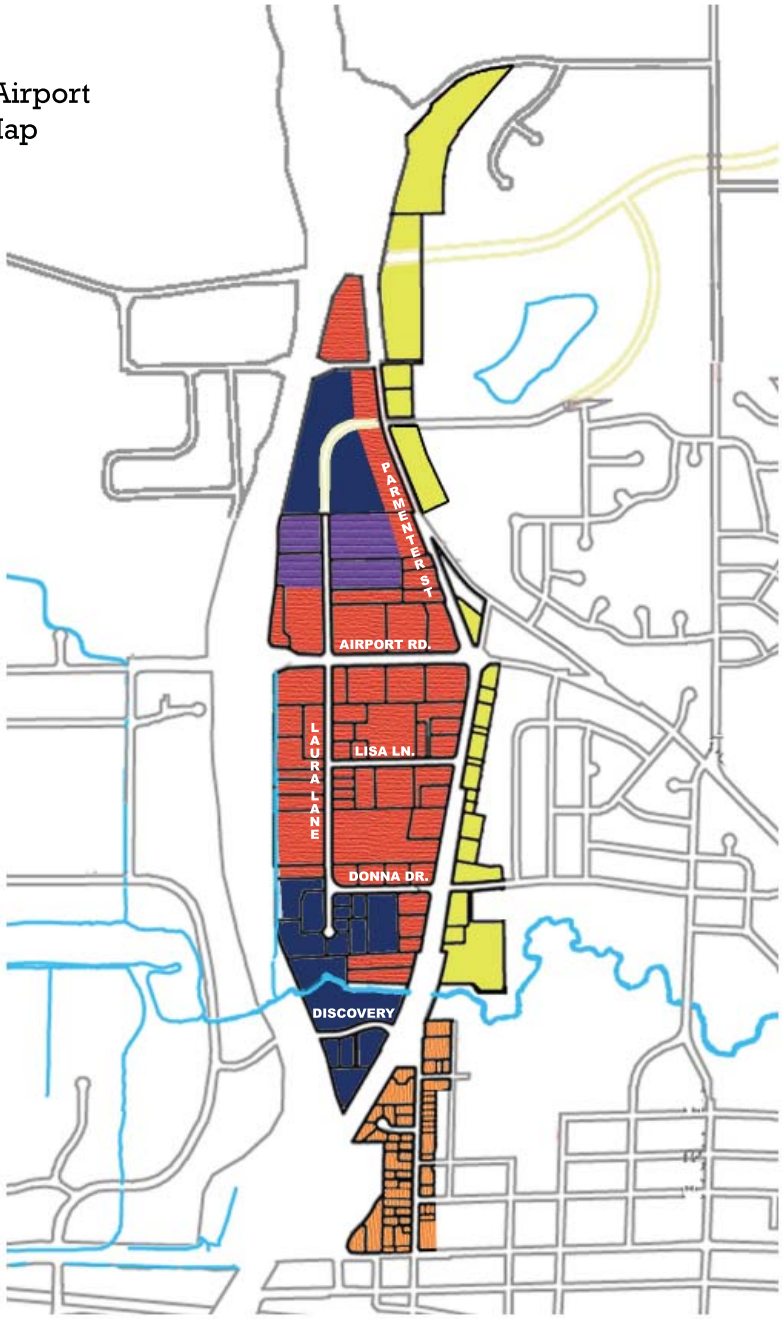
**Intent**
To establish urban development intensity and character
while respecting existing residential areas and height limits imposed by the Morey Airport Height Limitations Zoning Map (Chapter 10.95).

**Guidelines**
Buildings **shall** conform to the height restrictions illustrated on the Building Height Map (see next page).

# Parmenter Neighborhood

## Building Height Map

* Restricted by the Morey Airport Height Limitation Zoning Map




1-3 Stories
(15 - 65 feet)

2-3 Stories
(25 - 36 feet)

1-5 Stories
(15 - 65 feet)

1-6 Stories
(15-75 feet)

1-7 Stories
(15 - 90 feet)

# H. Building Entrance Features

Appropriate awnings for pedestrian entrances


**Intent**
To provide shelter at building entrances and to clearly identify the building entry point

**Guidelines**

1. A minimum of one building entrance should be provided along the building façade facing the street. Buildings that face multiple streets should provide an entrance facing the more prominent of the two streets. Buildings along Parmenter Street are strongly encouraged to locate the primary public entrance facing Parmenter.
2. Canopies, awnings, covered porches, and/or gable roof projections should be provided along facades that give access to the building to accentuate entrances and give shelter to visitors. To effectively provide shelter these features should provide at least three (3) feet of covered space outside the door.

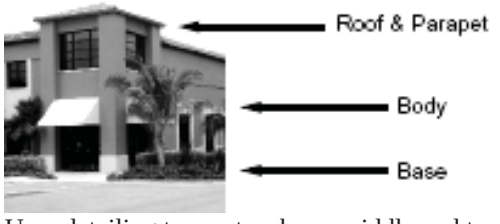
# I. Building Massing & Articulation

**Intent**
To establish visual interest and human scale to the facade.

**Guidelines**

1. New buildings should establish vertical proportions for the street façade, and for the elements within that façade, rather than long, horizontal blank walls. Verticality can be emphasized using the following techniques: expression of structural bays, variation in material, variation in building plane (projections or recessed bays), articulation of the roofline or cornice, and use of vertically-proportioned windows.
2. All new buildings should utilize details or changes in materials to create a discernible base, middle, and top.
3. All building faces visible from a public street should use design features similar to the primary front facade.
4. *A detailed elevation of each exposed building façade* **shall** *be submitted with the Design Guideline Checklist. Materials and colors should be noted and samples provided.*

Horizontal proportions are to be avoided




Uses detailing to create a base, middle and top

# J. Commercial Ground Floor Transparency

Example of a ground floor façade with 35% clear glass

### Intent

- To create an interesting pedestrian street environment by making commercial interiors visible from the sidewalk
- To create a safe and pedestrian-friendly street environment by making pedestrians visible from the commercial interiors (especially along Parmenter Street)

### Guidelines

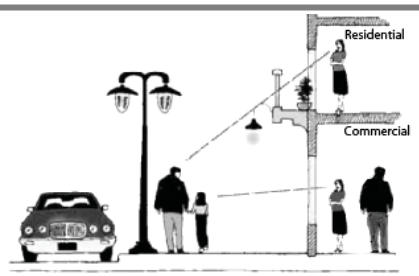
1. Commercial buildings, especially retail uses, should activate public streets by providing significant visibility through the ground floor façade to activities or displays within the building.
2. The use of reflective or dark-tinted glass at ground level is **prohibited**.
3. Parmenter St. (north of roundabout) & Century Avenue only: Any ground floor facade (0-10 feet from ground level) facing a public street should be comprised of at least 35% clear glass. If an interior wall is constructed directly behind the clear glass, a minimum of two (2) feet should be maintained between the glass and the wall to allow for product display.
4. *A diagram illustrating the percentage transparent glass on each street-facing facade* **shall** *be submitted with the Design Guidelines Checklist*

Roman Candle on University Avenue provides sufficient visibility into their building (top), while the old car dealership on Parmenter Street has tinted glass that does not allow good visibility within the store (bottom).

## Sustainable design options

*Creating a safe and interesting pedestrian environment*

- Providing transparent building façades creates a safe pedestrian environment that blank walls do not. Large windows allow pedestrians to look in as well as building tenants to look out, improving street safety as well as creating an interesting place to walk.




Transparency provides “eyes on the street”, creating a safe pedestrian environment

# K. Roof Expression & Design

**Intent**

- To establish and reinforce urban character

**Guidelines**

1. A positive visual termination at the top of the building should be established. Preferred methods include pitched roofs with gable(s) facing the street or a flat roof with a defined cornice.
2. Parmenter St. (south of roundabout) only: Pitched roofs are preferred, parapet walls and cornices should be appropriate to the site and style of the building.
3. Pitched roofs should have a slope no less than 5:12.

Example of preferred roof expression

Shallow pitched roofs are discouraged

## Sustainable design options

*Energy consumption*

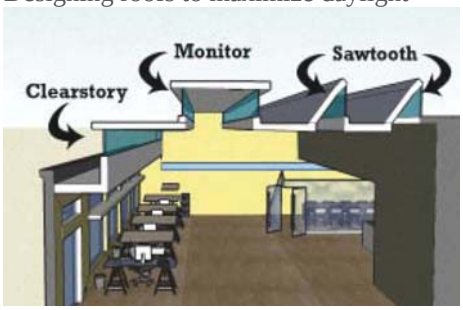
- Passive solar roof design allows natural light to penetrate deeper into the building. Buildings can be designed to make use of this light to significantly reduce the need for artificial lighting, reducing energy use and saving significant energy costs.
- The use of natural daylight is strongly encouraged. For interior spaces without windows, use a clerestory, monitor and/or sawtooth roof design to provide light from above.

*Green roofs*

- Green roofs provide significant environmental benefit, including reducing storm water runoff, reduce urban heat islands by reducing roof top temperatures, as well as reducing the energy requirements of a building, slowing both the transfer of heat as well as improving roof insulation.
- Green roofs are encouraged. When conventional roof materials are used, cool paving materials (light color) which reflect heat are preferred.

More information:
Green Guide: Sustainable Product Choices - www.shwec.uwm.edu/bgg

Designing roofs to maximize daylight




Green roofs

# L. Building Materials

**Intent**

- To promote the use of quality, long-lasting materials
- To encourage the use of sustainable building materials

**Guidelines**

1. Preferred exterior finish materials: kiln-fired brick, stucco, wood siding and details, fiber cement siding.
2. Permitted exterior finish materials: vinyl siding (maximum uninterrupted wall width **shall** not exceed 24 feet), high-quality cultured stone, brick veneer, split-faced CMU, or EIFS.
3. Discouraged materials: gravel aggregate materials, smooth-faced CMU, vertically-orientated metal siding, and panelized products (use **shall** be approved by Plan Commission).
4. All exposed sides of a building **shall** use similar or complementary materials as used on the front facade.
5. *A picture and sample of each exterior material and a façade illustration that indicates colors and materials **shall** be submitted with the Design Guideline Checklist.*

## Sustainable design options

*Restore or renovate the existing building*

- Restoring and renovating existing buildings significantly reduces the amount of construction and demolition waste associated with new buildings.

*Reused and recycled materials*

- Disassembling existing buildings (deconstruction) allows materials to be reused in the construction of the new building.
- Using materials with a high-recycled content saves processing or manufacturing energy. Some typical building materials that can contain a high percentage of recycled material include reinforcing and framing steel, concrete masonry units, gypsum wallboard and facing paper, acoustic ceiling panels and their suspension system.

*Low-environmental impact materials*

- Low impact building materials should be selected whenever possible. Sustainable, low-impact materials include materials that are non-toxic, recycled and recyclable, renewable, sourced locally, standard sizes, modular, pre-cut (reduces waste), certified wood, and durable and long lasting.

*Buy local*

- Specifying materials mined, harvested, salvaged, or constructed within a 500-mile radius from the project can reduce cost and the associated environmental impacts of that transportation. This practice can have the added benefit of helping the local economy.
- Regional material opportunities should be researched early in the design process to maximize the potential benefits.

Salvaged and recycled materials

More information:

- CIWMB Recycled Content Product Database - http://www.ciwmb.ca.gov/rcp/
- Green Guide: Sustainable Product Choices - www.shwec.uwm.edu/bgg

# M. Building Colors

**Intent**
To reinforce the existing character of the development, and to provide variety and visual interest

**Guidelines**
1. Muted tones are preferred for the primary façade color. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are discouraged for the primary façade color, but are acceptable as a secondary color to highlight expression lines or details.
3. *Colors **must** be indicated on the façade elevation that illustrates materials, and a color sample for each color **shall** be submitted with this illustration and the Design Guidelines Checklist.*

## Sustainable design options

*Low-emission paints*
- Volatile Organic Compounds (VOC) found in most paints diminish air quality, and may be detrimental to your health.
- Low or no-VOC paints, have lower emissions of potentially harmful pollutants and can improve indoor and outdoor environmental quality and human health.

More information:
- Green Guide: Sustainable Product Choices - www.shwec.uwm.edu/bgg

# Other Sustainable design considerations

In addition to the options outlined above, the use of the following sustainable design elements is encouraged:

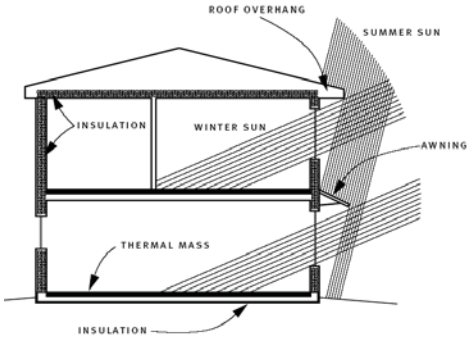
### Energy use

For more information, visit focusonenergy.com

*Passive solar design*

- Passive solar design refers to the use of the sun's energy for the heating and cooling of living spaces. In this approach, the building takes advantage of natural energy characteristics in materials and air created by exposure to the sun. Passive systems are simple, have few moving parts, and require minimal maintenance and require no mechanical systems.
- The following methods should be considered to optimize this free heat source:
    1. Elongate the building on the east-west axis to maximize southern exposure and minimize eastern and western exposures
    2. Provide as much glass/window space as possible along the south façade to make use of winter sun
    3. Use interior materials with high thermal storage (thermal mass) properties, such as concrete or brick
    4. Locate interior spaces needing the most light and heat along the south façade, and less-used spaces along the north façade.

Examples of passive solar design features




<- North South ->

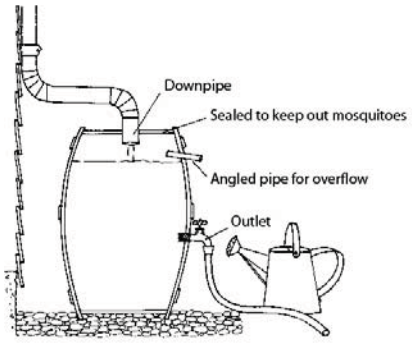
*Renewable energy*

- On-site renewable energy technologies such as solar panels and geothermal systems are rapidly becoming more efficient and affordable. Many programs exist that may offset initial costs. Where possible, these technologies are highly encouraged.

### Water use

- Potable water conservation is strongly encouraged. The following methods should be considered:
    - Reduce indoor water use by installing low-flush toilets, showerheads and faucets.
    - Eliminate water use associated with toilet flushing by installing waterless urinals.
    - Collect rainwater through rain collection systems such as rain barrels, for use in irrigation or toilet flushing.
    - Collect gray water (generated from (washing dishes, laundry and bathing) through gray water re-use systems for use in irrigation.
- Landscape technologies such as drip irrigation, moisture sensors and watering zones are encouraged.

Example of a rain barrel



# VI. Design Guidelines Checklist

Instructions

This checklist must accompany the submission of any application for a building permit in the Parmenter Design District (interior alterations excluded). The checklist must be completed in full by the applicant prior to submission. Completed elements should be ☑ checked and those that do not apply should be ~~☐~~ crossed out.

The City has other required checklists and forms. See the "Application Forms" section on the City's Planning Department web page: http://www.ci.middleton.wi.us/Planning/planning.htm

| | | Applicant | City Staff |
|---|---|---|---|
| Required Submittals | Site Plan | ☐ | ☐ |
| | Trash and Recycling Containers | ☐ | ☐ |
| | Pedestrian Pathways | ☐ | ☐ |
| | Parking and Circulation | ☐ | ☐ |
| | Landscaping | ☐ | ☐ |
| | Stormwater Management Features | ☐ | ☐ |
| | Lighting | ☐ | ☐ |
| | Elevations of all exposed facades | ☐ | ☐ |
| | Transparent Glass (Ground Floor) | ☐ | ☐ |
| | Samples of all building colors and materials | ☐ | ☐ |
| | Lighting Spec Sheets | ☐ | ☐ |

# Design Guidelines Checklist

## Required Design Elements

| | Applicant | City Staff | Plan Commission |
|---|---|---|---|
| B1. **South of Roundabout:** Building setback 10'-20' | ☐ | ☐ | ☐ |
| C4. Shrubs, planting beds, or mix of these options are planted around free-standing signs. | ☐ | ☐ | ☐ |
| C7a. **Parmenter St. (south of roundabout):** free-standing signs, utilizing monument-style design are no taller than 5 feet. | ☐ | ☐ | ☐ |
| C7b. **Parmenter St. (north of roundabout) & Century Avenue:** free-standing signs are no taller than 10 feet. | ☐ | ☐ | ☐ |
| C7c. **Laura Lane, Lisa Lane, & Donna Drive:** free-standing signs are no taller than 10 feet. | ☐ | ☐ | ☐ |
| D2. Exterior lighting conforms to Middleton's lighting ordinances. | ☐ | ☐ | ☐ |
| E2. Front yard parking is designed with no more than one double-loaded parking aisle. | ☐ | ☐ | ☐ |
| E3. Walkways are provided between the building entrance and the public sidewalk. | ☐ | ☐ | ☐ |
| E3. Walkways crossing parking areas and drive lanes are clearly identified, either by different paving materials or with a painted crosswalk stamping. | ☐ | ☐ | ☐ |
| E4. All new structures provide bicycle parking based on the following ratios:<br>- Dwelling: 1 per unit<br>- Hotels/lodging housing: 1 per 20 employees<br>- All other uses: 1 per 10 auto spaces | ☐ | ☐ | ☐ |
| E5a. Parking rows are separated from drive lanes by a landscaped island/peninsula extending the entire parking stall length. | ☐ | ☐ | ☐ |
| E5b. Parking stalls are set back or separated from the access drive to a depth of 25 feet. | ☐ | ☐ | ☐ |

# VI. Design Guidelines Checklist

| Required Design Elements | | Applicant | City Staff | Plan Commission |
|---|---|---|---|---|
| | E5c. Parking spots abutting a public sidewalk/trail (or potential public sidewalk) are buffered by landscaping. | ☐ | ☐ | ☐ |
| | E5d. All landscape islands, areas, and buffers have a minimum of 5 feet of pervious surface for plantings, & wherever canopy trees are planted a minimum of 8 feet, measured from the inside of any curb/frame. | ☐ | ☐ | ☐ |
| | E5e. Walls or landscaping between parking areas and the public ROW will not obscure vision between 3 and 8 feet above ground level. | ☐ | ☐ | ☐ |
| | E5f. All parking and access drive areas are edged with a concrete curb | ☐ | ☐ | ☐ |
| | F1. Service areas are located and screened so that they are not visible from a public street *(including Hwy 12)* | ☐ | ☐ | ☐ |
| | G1. Buildings conform to Building Height Map. | ☐ | ☐ | ☐ |
| | J2. No reflective or dark-tinted glass at ground level. | ☐ | ☐ | ☐ |
| | L3. Gravel aggregate materials, smooth-faced CMU, vertically-orientated metal siding, & panelized products are approved by Plan Commission. | ☐ | ☐ | ☐ |
| | L4. All exposed sides of the building use similar or complementary materials, as used on the front facade. | ☐ | ☐ | ☐ |
| | M1. No day-glo or fluorescent colors used as primary facade color. | ☐ | ☐ | ☐ |