3

Urban Design

ASSESSMENT OF EXISTING CONDITIONS

To organize the discussion about the assessment of the Doctor's Park neighborhood, Kevin Lynch's contents of city image and physical form are used. Lynch's book "The Image of The City" classifies the contents into five elements: paths, edges, districts, nodes and landmarks. The combination of these design features creates an area's urban form, and ultimately the strength of its sense of place. The following pages contain an inventory and assessment of these elements within the planning area.

Paths

Paths are the channels along which the observer customarily, occasionally, or potentially moves. Examples include streets, walkways, transit lines, and railroads. Paths can be simple and one-dimensional like a bike path; or they may take on a room-like quality in the case of a well-formed urban corridor. For many people, paths are the predominant element of a city. People observe the city as they travel through it, and the other elements of the city are viewed by their relationships to paths.

There are several key elements of a path that make it more memorable to an observer than others. The first and most obvious of these elements is customary travel– major access routes that are highly traveled will be most memorable due to the frequency of use. These types of paths generally lead to or connect major destinations, and are connected to a network of other primary and secondary paths, making them important on a regional level.

Another of these elements is the concentration of a special use or activity, such as shopping or office buildings. Based on Lynch's research, paths with a concentration of similar uses are more memorable to users than paths with a mix of uses. Similarly, paths lined with buildings that have special façade characteristics and/ or continuity in building type and setback were also found to be more memorable than those that did not. Finer points such as pavement

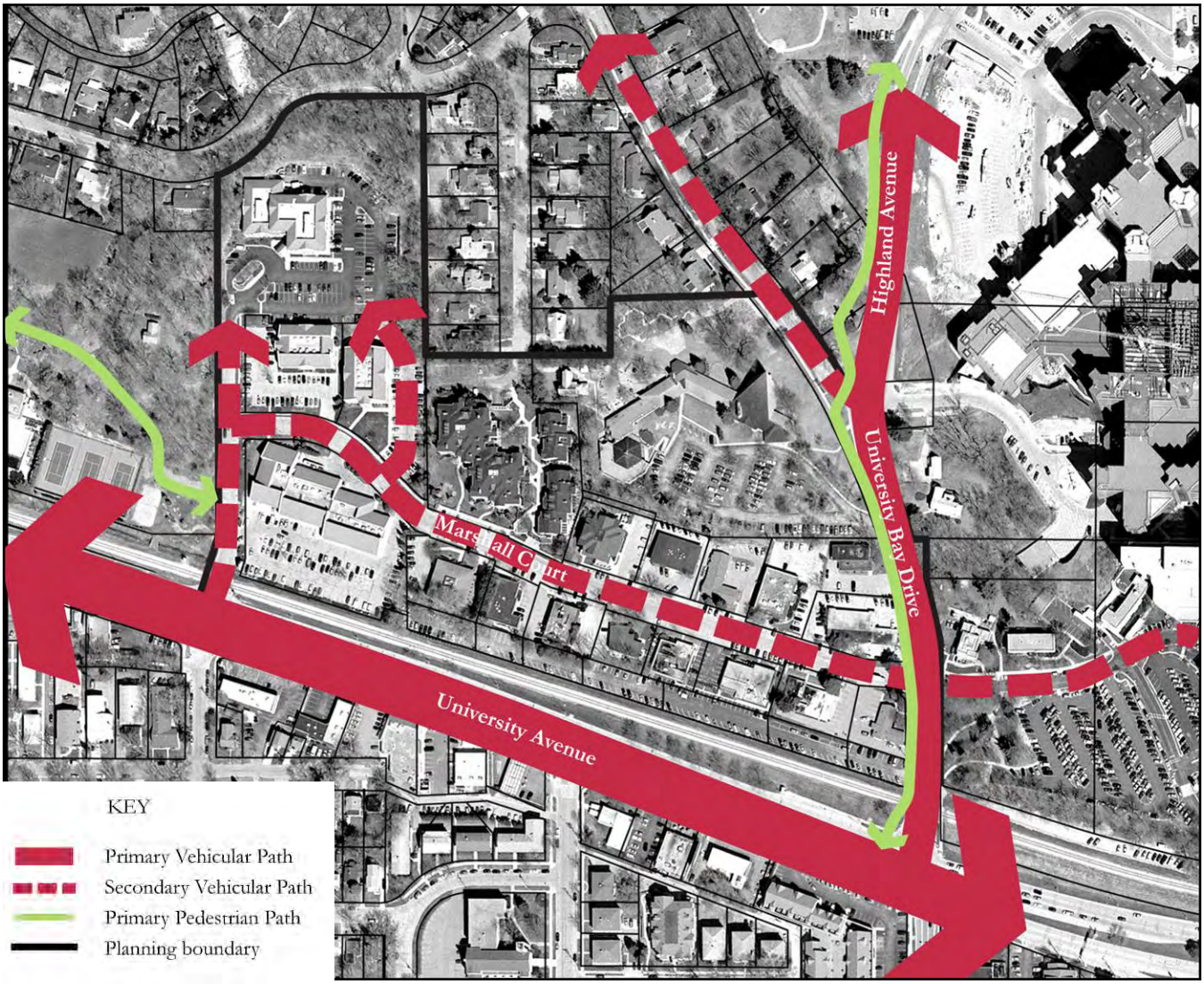
style and planting details seemed not to contribute to a memorable path, although observers did tend to remember the overall quantity of planting along a particular path.

Another key element is the spatial quality of the path. This is especially true if the path has extreme dimensions – if it is either extremely wide or very narrow. People tend to associate wide streets with main routes, and narrow streets with secondary routes. A lack of spatial differentiation within a path network can lead to difficulty in navigation and orientation, making for a less enjoyable experience.

Other elements that contribute to a path's sense of importance are its proximity to special features of the city and the visual exposure of the path or views available from the path. A local example of these elements in action is John Nolen Drive, which winds along Lake Monona offering a sweeping view of the Capitol and downtown, and passes underneath Monona Terrace.

Based on these key elements, University Avenue is a major path in the Doctor's Park planning area. It is by far the widest path in the area, and is a primary connection between downtown Madison and points west. This area of University Avenue carries over 51,000 vehicles

Map 3.1: Paths in the planning area.



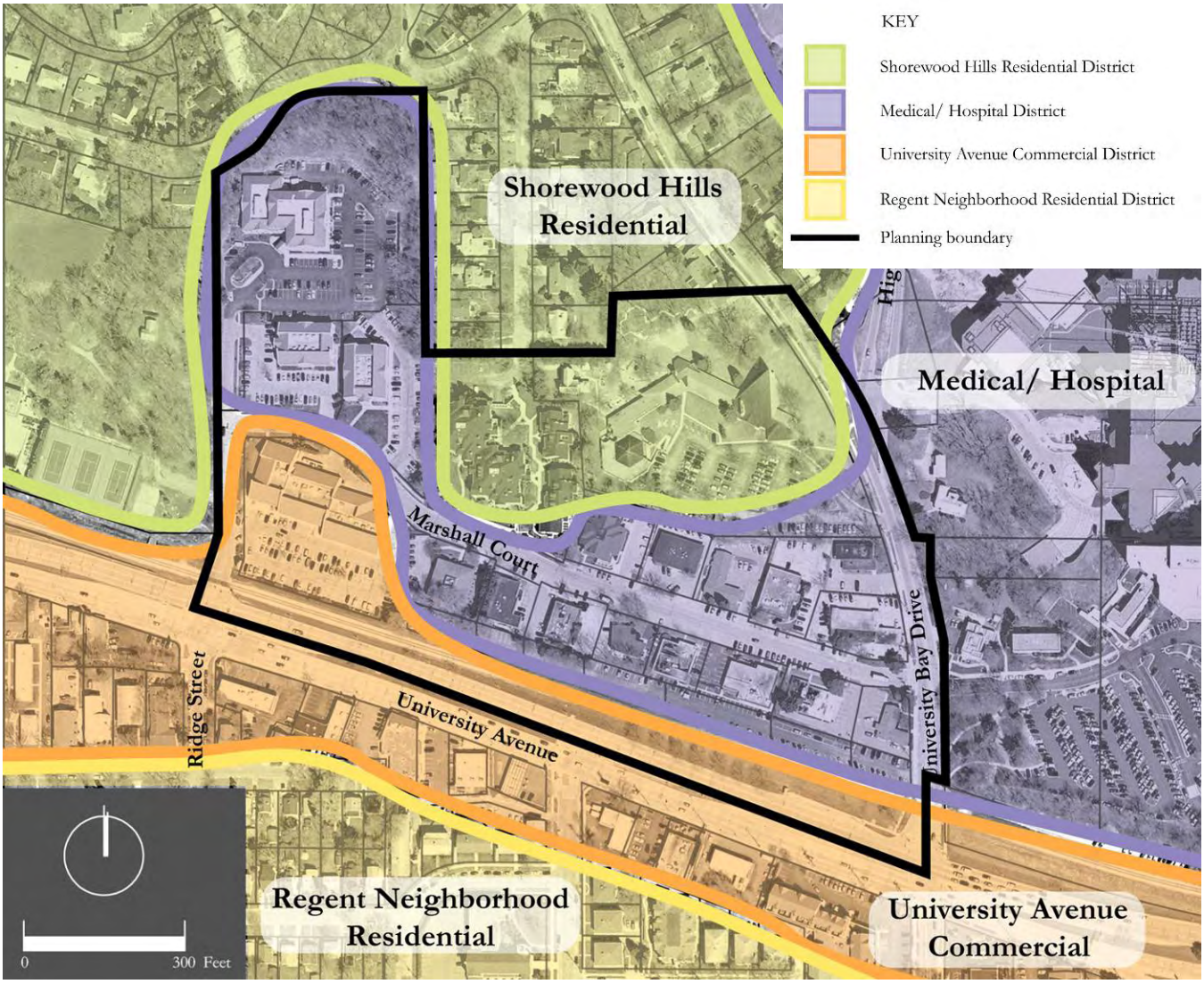
per day (City of Madison Weekday Traffic Volume 2006) and is on the routes of several Metro bus lines. University Avenue transitions into a commercial corridor near the planning area, and is lined with shops and restaurants along most of the stretch between Madison and Middleton.

University Bay Drive/ Highland Avenue are also primary paths due to their proximity to the UW Hospital. This route handles just over 14,000 vehicles per day. This route also serves as a primary pedestrian path for bus riders going to and from the hospital, and hospital employees purchasing a meal from a nearby restaurant along University Avenue.

A second pedestrian path runs through the green space to the west of the planning area, although this path currently terminates at the planning boundary. This could become an important connection from Shorewood Hills residences to the offices and commercial buildings in the planning area.

Marshall Court, Ridge Street and University Bay Drive north of the intersection with Highland Avenue are secondary routes, used mainly by local traffic. Correspondingly, these paths are narrower than University Avenue or University Bay Drive and tend to have a more diverse mix of uses.

Map 3.2: Districts in the planning area.



Districts

Districts are the medium-to-large sections of a city or planning area conceived of as having two-dimensional extents, which the observer mentally enters "inside of," and which are recognizable as having some common, identifying character.

Physical traits of districts vary, and may consist of any individual or combination of components: texture, space, form, detail, symbol, building type, use, activity, inhabitants, topography, etc. Districts may have distinct edges, or may transition gradually into each other. For some people, districts are more important organizing elements than paths.

The Doctor's Park planning area can be loosely divided into three districts: the Shorewood Hills Residential district, the Medical/Hospital district, and the University Avenue Commercial district. The Shorewood Hills Residential district is composed of relatively large homes on large lots with well established landscaping. Many of the homes have unique architectural features and materials. This district is also associated with Village amenities such as parks and a swimming pool. The Unitarian Meeting House is included in this district because it fits with the architectural character of the district and is in close proximity.

The Medical/Hospital district is composed of many health-related clinics and offices. Aside from the hospital, most of the buildings are 1-2 stories tall and are situated fairly close to the street, with small parking lots between buildings.

The University Avenue Commercial district is characterized by 1-2 story commercial developments with large parking lots located in front of or between buildings. The majority of the buildings are located close to the street, with larger strip-type developments set slightly further back. This district has little landscaping, with only a few trees and shrubs in parking islands or street terraces.

Edges

Edges are the linear elements not generally used or considered as paths by the observer, and are often boundaries between two kinds of areas. Although typically not considered a path, a path can be an edge when it divides unique areas and is accessible. Edges are linear breaks in continuity which can serve as lateral references. They may be barriers, limiting movement from one area to the next; or they may be seams, joining two areas together.

Edges include such things as shorelines, railroad cuts, edges of development walls, and building faces. They are, for many people, important organizing elements and play a role in defining and holding together generalized areas. In the planning area, edges that are especially important are those that separate the different functional districts.

Map 3.3 on the following page shows edges around the planning area. A major edge in the Doctor's Park planning area is University Avenue. It serves as the southern edge of the Village of Shorewood Hills. The high traffic volume on University also makes it difficult to cross at times, although it is by no means impenetrable. It separates smaller scale, generally older development on the south side from larger scale, newer development on the north.

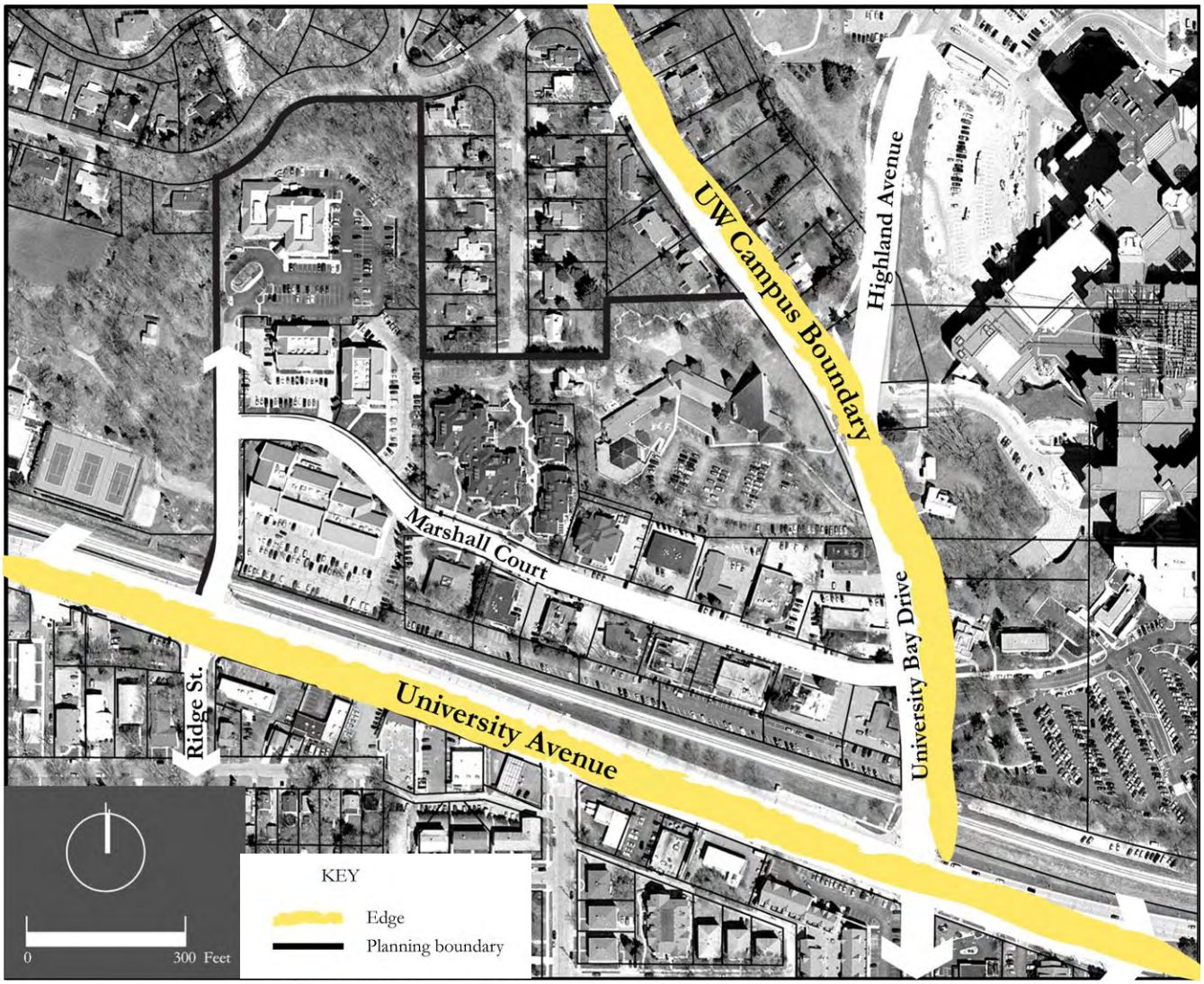
A second edge is the UW Campus boundary. This edge is more a political edge than a physical boundary, at least along the planning area. There are no noticeable differences in development from one side of University Bay Drive to the other as seen from University Avenue. However, further north along University Bay Drive there is a sharp contrast in housing styles between campus and non-campus development.

Nodes

Nodes are points in a city into which an observer can enter, and which may in fact be the foci to and from which someone is traveling. They may be primarily junctions, places of a break in transportation, a crossing or convergence of paths, or moments of shift from one structure to another — or they may be simply concentrations of a particular use or physical character. The concept of a node is related to the concept of a path, since junctions are typically the convergence of paths. Although a node may be conceptually a small point in the city image, in reality it may be a large square or extended corridor. Nodes are important to the city image because they are points at which decisions must be made, and thus people heighten their attention.

Because the planning area is relatively small, there are no major nodes; however there are two intersections that could be considered "gateway" intersections. Both of the entrances to the site from University Avenue can be considered gateways into the planning area. The intersection of University Avenue with University Bay Drive is signalized, so observers probably recall more details of this gateway than the intersection of University Avenue with Marshall Court. Though no one travels

Map 3.3: Edges in the planning area.



specifically *to* either intersection, they are points of a change in direction and movement to get to the planning area.

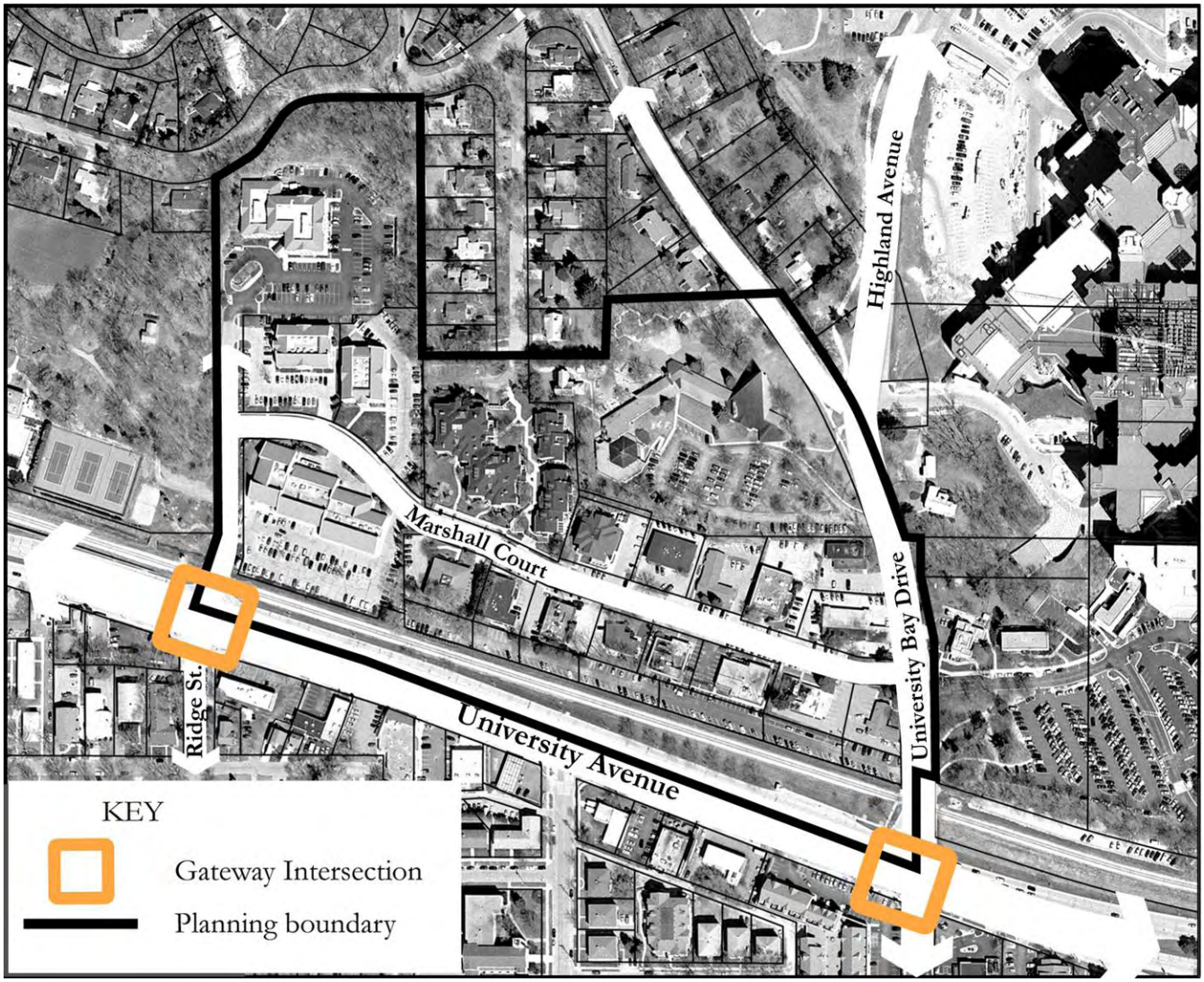
Landmarks

Landmarks are another type of point reference, but in this case the observer does not enter them; they are external. They are usually a rather simply defined physical object like a building, sign, store, or significant natural feature. They are frequently used as clues of identity and for wayfinding, and seem to be increasingly relied upon as a journey becomes more and more familiar. A single, identifying characteristic of a landmark is one that is unique or stands out from others. Buildings, public art, memorials, and public spaces are all examples of landmarks. They may have, but in this context may not possess, some level of historical significance. Landmarks are shown on the following page.

Because of its unique architecture, the Unitarian Meeting House is a local landmark in the planning area.

The UW Hospital, due to its size and its importance as an employment center and medical facility, can also be considered a landmark.

Map 3.4: Gateway Intersections in the planning area.



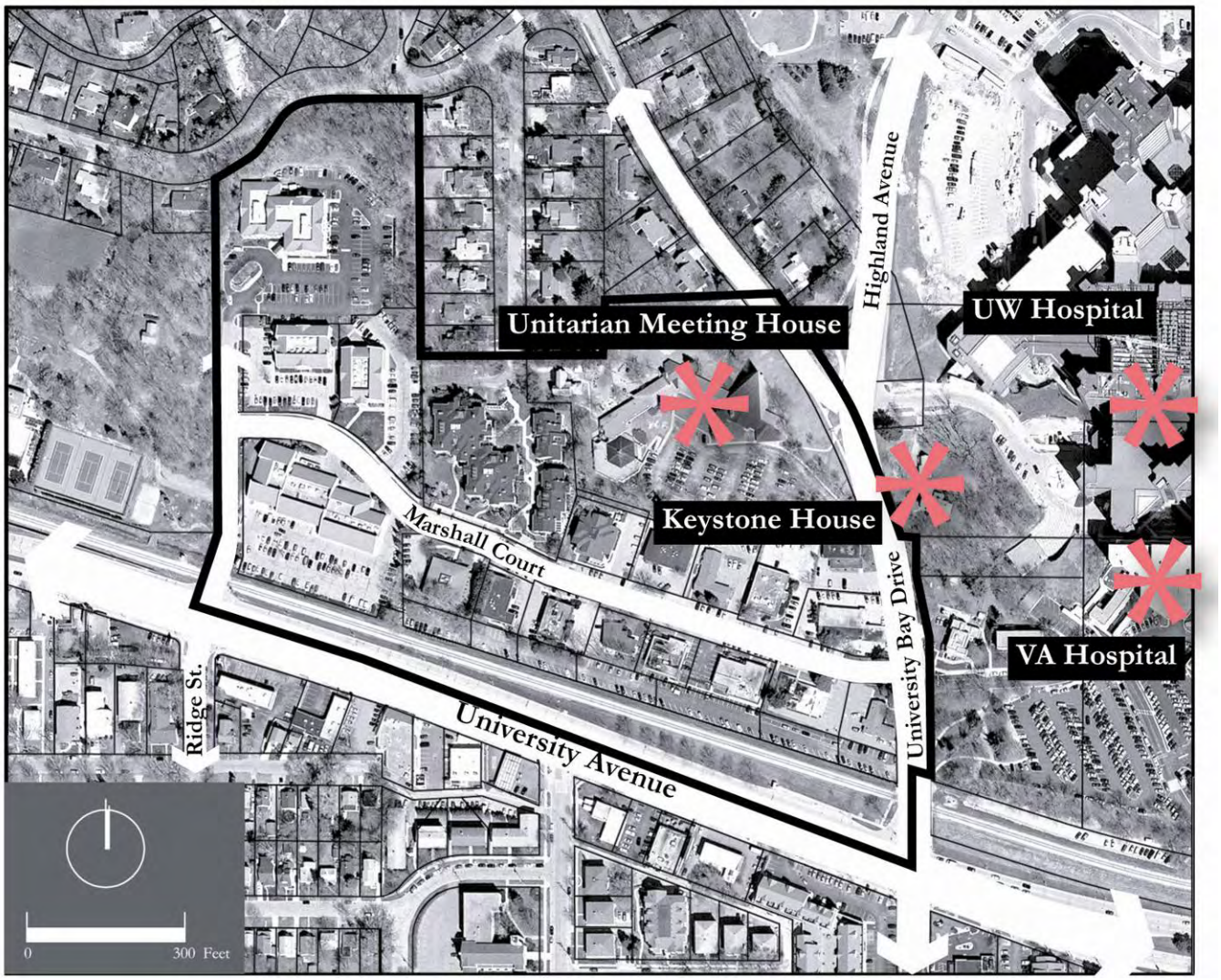
Building Character

Most of the buildings lining Marshall Court were constructed in the 1950s in the "International Style", consist of 1 or 2 floors, and were pre-fabricated. Some building exteriors have been maintained better than others; even buildings that have been reasonably maintained are facing obsolescence due to their design and layout. Additionally, the value of the land has become a large part of the total assessed value making the parcels likely candidates for redevelopment. The exceptions are Shackleton Square and the Ronald McDonald House, both of which were constructed more recently than the rest of the medical offices to the east and south along Marshall Court.

The four University Station buildings on the western side of the planning area were constructed more recently, and have a common architectural style and materials. These buildings are larger, and have more available parking.

The Frank Lloyd Wright designed Unitarian Meeting House, which is both a state and national landmark, is a well-known architectural gem within Shorewood Hills. It was placed on the National Register of Historic Places in 1973, and was declared a National Historic Landmark by the National Park Service in 2004; it is one of just 39 such sites in Wisconsin. It has recently undergone an expansion to add new auditorium and community space.

Map 3.5: Landmarks in the planning area.



The Unitarian Meeting House

PUBLIC WORKSHOP #1 RESULTS: BUILDING HEIGHTS & DENSITY

During the urban design– building heights and density portion of the first public input workshop, participants were asked to identify a street or neighborhood in Madison that could serve as a precedent for Marshall Court redevelopment, rank urban design elements in terms of importance, identify buildings that contribute to a positive neighborhood character or icons to be maintained, and comment on example sections of various building height scenarios.

Many participants felt that Monroe Street would be a good precedent because of its pedestrian-friendly atmosphere. Several people also commented about aspects of Monroe Street that would need to be adjusted to better fit the Marshall Court area, such as pedestrian area and building scale/ mix.

The urban design elements were ranked in the following order (most important to least):

1. Density/Building height
2. Relation of building to street
3. Cohesiveness with surrounding buildings
4. Building architecture/materials

Buildings that were most commonly listed as contributing to a positive character in the neighborhood were the Unitarian Meeting House, Shackleton Square, the Ronald McDonald House, and the 800 University Bay Drive project. Similarly, the Unitarian Meeting House, Ronald McDonald House and Shackleton Square were also listed by many respondents as important icons that should be preserved in the neighborhood.

Shackleton Square

In terms of building height, most participants were comfortable with a maximum height of four stories, as in the proposed 800 University Bay Drive development. Some did advocate for heights of less than 4 stories, with a few people saying that heights of 2 stories (shorter than Shackleton Square and the Ronald McDonald House) should be the maximum. Several people mentioned that the taller buildings should be on the south side (University Ave) of Marshall Court, with shorter buildings on the north side. All respondents agreed that 6-7 stories was too high for this area. Most respondents also supported a right-of-way that accommodates street trees and pedestrian space.

PUBLIC WORKSHOP #1 RESULTS: EXTERIOR SPACES

During the exterior spaces portion of the workshop, participants were asked to rank

exterior space needs and improvements and exterior amenities in order of desirability. Participants then viewed display boards with example images of exterior spaces and were asked to provide comment on things they liked or did not like about any of the images.

Exterior space needs and improvements:
1. Passive public greens (3.2/6)
2. Public/private courtyards between buildings (3.3/6)
3. (tie) Active public greens (3.8/6)
4. (tie) Art/sculpture space (3.8/6)
5. Rooftop gardens (4.1/6)
6. Individual building plaza space (4.3/6)

Exterior Amenities:
1. Street trees (1.4/9)
2. Planters (4.6/9)
3. Outdoor seating (4.6/9)
4. Special lighting (4.6/9)
5. Low seat walls (5.1/9)
6. Public art (5.5/9)
7. Wayfinding/Pedestrian-oriented signage (5.5/9)
8. Water features (6.3/9)
9. Banners/flags/baskets (6.6/9)

PUBLIC WORKSHOP #1 RESULTS: QUALITY OF LIFE

During this portion of the workshop, participants were asked to rank their level of concern over a variety of topics, then rank the top three of those topics in terms of priority in a neighborhood plan. The groups also participated in a mapping exercise to identify amenities and nuisances in the planning area.

The results of the first exercise are as follows, ranked in order of most concern to least:
1. Pedestrian friendliness
2. Street life/Quality
3. Noise
4. Connectivity to residential neighborhoods
5. Connectivity to recreational trail
6. Availability of open space/green space
7. Visual clutter
8. Connectivity to UW Campus
9. Crime
10. Availability of street furniture
11. Lighting conditions
12. University events
13. Owner/renter conflicts
14. Student parties
15. Need for public art

Of the amenities identified in the area, the Unitarian Meeting House was by far the most common one, followed by the shops/restaurants at University Station and the residences at Shackleton Square.

Interestingly, University Station was also identified as a nuisance by many participants, due to its overall appearance and business mix. The UW Health Clinic was also listed as a nuisance, for reasons varying from garbage pickup noise and HVAC operation to lack of parking and poor location/visibility.

Traffic was also identified as a major nuisance–every intersection in the planning area was mentioned for having traffic problems, as well as most of the streets for speeding traffic and general congestion. Most parking lots in the area were noted for difficult access or

University Station retail.

maneuverability, poor aesthetics, or lack of space.

The lack of pedestrian connections are also a major nuisance, particularly east-west travel along Marshall Court on discontinuous sidewalks and north-south travel between residential areas and University Station, and crossing University Avenue.

GOALS & OBJECTIVES

Urban design is critical to the health of a neighborhood. Addressing the form (the appearance of the neighborhood) is paramount to creating, enhancing, and maintaining a neighborhood's "sense of place." Proper design of parking and other infrastructure can alleviate problems that could be detrimental to the neighborhood.

Goal No. 1: Promote a pedestrian-scale environment within the neighborhood.

Objective No. 1: Promote pedestrian safety.

Pedestrian friendliness was the number one concern in the public workshop. The widely scattered sections of sidewalk along Marshall Court forces people to walk in the street, behind cars that are parked at 90 degree angles. Establishing a consistent street cross-section with sidewalks, a terrace, and parallel parking will be key to enhancing pedestrian safety. It will also be important to integrate traffic calming into Marshall Court design, with features such as bump-outs for crosswalks. Further discussion of the street cross-section is included in the Transportation chapter.

Objective No. 2: Implement design guidelines for redevelopment to support a pleasant pedestrian experience.

The last part of this chapter includes general guidelines for design of buildings and how they relate to the street. Guidelines do not seek to prescribe specific architectural character or style, but concentrate on the building's relationship to the public realm. These guidelines should be referred to by developers when initially designing their projects, and discussed by the Plan Commission when reviewing projects. The guidelines include building/floor heights, building character, building placement, and streetscaping.

Top: most of Marshall Court lacks sidewalks.
Bottom: The sidewalks that do exist lack connectivity.

Streetscaping will primarily be a Village responsibility. Amenities such as planters, benches, and trash receptacles should be included as part of the Marshall Court reconstruction to go above and beyond simply providing a new sidewalk and terrace.

Goal No. 2: Preserve the existing quality of life for users and residents of the neighborhood.

Objective No. 1: Preserve and maintain "landmark" buildings.
The buildings in the neighborhood that people most identified with were the Unitarian Meeting House, the Ronald McDonald House, and Shackleton Square. These buildings help define the area and make it unique, and should be preserved and respected as redevelopment occurs.

Objective No. 2: Ensure that redevelopment provides an appropriate transition between new and existing structures.
While redevelopment will inevitably change the character of an area, it should not overwhelm the structures that will remain. The existing iconic buildings discussed above do tend to suggest that the area could sustain redevelopment at a 3-4 story density. Shackleton Square and the Ronald McDonald House could be considered "three and a half story" buildings — Shackleton has dormer windows above the third floor, and the first floor of the Ronald McDonald House is above the street level of Marshall Court. The recent addition to the Unitarian Meeting House is an imposing sight between buildings on the north side of Marshall Court. It appears to be three floors, set on a higher grade than the Marshall Court buildings.

Shackleton Square.

Objective No. 3: Require a shadow study of proposed redevelopment projects.
Redevelopment projects should perform a shadow study so the Village can assess the impact of the development on the street, sidewalks, and nearby properties.

Goal No. 3: Encourage sustainable development.

Objective No. 1: Encourage redevelopment to occur in a sustainable manner.
Redevelopment projects should include green buildings, reduce stormwater runoff, use dark sky lighting, and use quiet HVAC systems to avoid noise pollution. HVAC systems should be well-screened, visually and acoustically, and

Top: The Ronald McDonald House.
Bottom: The addition to the Unitarian Meeting House.

comply with the Village's noise ordinance. Each of the above items should be considered a component of an environmentally friendly project. The specific methods for implementing the above measures should be left up to the developer and their suitability to a particular project.

The Village could implement incentives to include environmentally friendly building designs. However, the expectation should be that all projects will be environmentally friendly — the Village should not provide TIF assistance to developers who are implementing environmental measures that are becoming commonplace.

Objective No. 2: Review and edit ordinances to ensure that sustainable measures are not only permitted, but easy to apply for and review.
Oftentimes a community's goals of improving environmental sustainability are thwarted by its own ordinances. Village ordinances should be reviewed and edited as needed to make sure that existing regulations do not include too many barriers to the implementation of environmentally friendly measures, such as the installation of solar panels or wind turbines.

RECOMMENDATIONS SUMMARY

Urban design elements should combine to create walkable streets with buildings that respect the public realm. Opportunities for bicycle and transit use should be enhanced. Redevelopment should increase density without towering over iconic structures or overwhelming the Marshall Court right-of-way. Four-story buildings should be the maximum for the area, with floor heights as noted in the design guidelines. Urban design should take the following things into consideration:

- Promote pedestrian safety by reconstructing Marshall Court with an improved cross-section (see Transportation chapter for more details).
- Implement the design guidelines (contained later in this chapter) when reviewing projects and designing ROW.
- Require a shadow study for proposed redevelopment projects.
- Preserve iconic buildings.
- Redevelopment should respect iconic buildings.
- Redevelopment should be environmentally friendly, improving on current conditions.
- Existing Village ordinances should be reviewed to ensure that sustainable practices are easy to implement.

URBAN DESIGN GUIDELINES

These guidelines are intended to be used to judge new development proposals in order to support the vision of the neighborhood. These guidelines cover aspects of urban form such as building height, building placement, streetscaping, and public space. All of these elements are important to creating a unique sense of place. When carefully planned, urban design can foster a character that supports pedestrian activity and social interaction over vehicle circulation. To quote a statement from the Project for Public Spaces organization, "If you plan for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places." Of course we can't eliminate traffic completely, but we can shift the focus away from vehicular circulation and on to the pedestrian.

Overall Building Design Guidelines

Building Heights
The final building height recommendations were chosen to best fit the desired intensity of use within the area while still respecting the predominantly residential nature of the Village. The planning area represents a transition zone between the bustling University Avenue corridor and the quiet residential streets to the north. As such, the urban design of the area needs to function as a buffer to the residents of the area.

Based on this dual nature and input gathered during the first public workshop, it is suggested that new buildings within the area have a maximum height of four stories. This height is sufficient to generate interest among developers while still maintaining the character of the neighborhood. In this way, new development will fit in with existing buildings along University Avenue and with current projects in the planning area. It will also prevent a major disparity in character as the first properties redevelop.

To further clarify redevelopment expectations, the maximum height of each story should be defined. The first floor can have a greater height than upper floors to accommodate retail or restaurant uses, but the maximum floor-to-floor height should not exceed 18 feet. Upper floors will likely be used for office or residential space, and should have a maximum floor-to-floor height of 14 feet. With these dimensions, the maximum building height is 60 feet, including the roof. Because of the significant grade changes on the site, especially on the north side of Marshall Court, final heights should be determined from the Marshall Court right-of-way, where the pedestrian activity will be.

This building on Atwood Avenue in Madison has a clearly defined base, middle and top due to changes in material, texture and color. The sense of the scale of the building is reduced by incorporating vertical insets into the structure. Large clear windows along the street provide a visual connection between the interior and the sidewalk.

Parcels 9, 17, 19, 20, and 21 on Map 2.2 on page 13 shall be no more than three stories and 46 feet in height. To the extent that is determined by substantial proof that a desirable structure can only be economically constructed at four stories/60 feet in height, the Plan Commission will consider such an exception. All other objectives and guidelines discussed in this Plan would still apply even if such an exception were granted.

Building Character

Composition: Building design should define a base, middle, and top to enhance the pedestrian zone of the neighborhood. The base of the building should be the most highly detailed portion, with human scale amenities and materials. Visible side facades should receive the same amount of design attention as the front façade, and should have many of the same features at the street level.

Articulation: Building mass should emphasize verticality and rhythm rather than horizontality, to add a sense of vibrancy and life to the street. Articulation of new buildings should complement the character and scale of adjacent buildings and foster the image of the neighborhood.

Scale: Buildings with large footprints should vary the façade design through the use of different materials, color, and/or division to visually reduce the building's mass. Such variation will help add interest to the pedestrian experience and help the building fit in with other, smaller buildings in the vicinity.

This building at First and Winnebago in Madison relies on changes in color, texture and placement to reduce its visual mass.

Windows: Ground floor windows should be large and clear in order to allow visual access and connection between indoors and out. This will also allow a greater amount of daylight into ground floor businesses, and allow retailers to display merchandise in public view.

Materials: A rich and interesting pedestrian zone requires the use of high quality, durable materials at the street level, such as stone, brick, or metal panels. Where different materials meet, there should be a distinct variation in surface depth to avoid a flat façade. Buildings should utilize "four-sided architecture" to present a well-designed façade to all viewpoints in this highly visible corridor.

Color: Color choices should complement the building's materials and architectural style, and harmonize with adjacent buildings. There should be sufficient variation in color between buildings to offer visual interest.

Green design: Green building design that promotes energy efficiency, use of sustainable and/or recycled materials, and environmentally sensitive stormwater management is encouraged.

Building Placement

The placement of buildings relative to the street is an important factor in maintaining a comfortable pedestrian scale. Buildings placed too close to a narrow sidewalk create an enclosed, confining space with little opportunity for outdoor seating or display areas. Buildings placed too far back from the street create a sense of separation and private space, and reduce the opportunities for window shopping. The amenities within the street right-of-way, such as street trees, planters and sidewalk width, are also a factor.

Based on the recommended Marshall Court cross section, the right-of-way width is 64′, which is enough to accommodate an 8′ terrace on both sides of the street and a 5′ sidewalk. Since these amenities fit within the right-of-way, it is recommended that buildings be placed 3′ from the right-of-way line. This width allows for movement in and out of buildings without causing congestion on the sidewalk, and maintains visual access between the interior and the sidewalk. Incorporating some paved areas into the terrace can provide opportunities for outdoor seating or display areas under the street trees. Buildings should vary setbacks, stepbacks, and façade materials to avoid a boxy, monolithic appearance and create visual interest for all passers-by, including bicyclists and pedestrians on the planned multi-use trail along the rail line.

Streetscape Guidelines

The purpose of streetscaping is to provide a high quality pedestrian environment in which pedestrian safety is emphasized, traffic flow is improved to facilitate easy access and circulation, and an inviting street environment is created to support existing businesses and attract new ones. The term 'streetscape' generally covers everything within the street right-of-way, including sidewalks, terraces, street lighting, street furniture, vegetation and pedestrian-oriented signage.

The following suggestions are general tools and guidelines to help create a safe, inviting and easily navigable streetscape. A successful streetscape design addresses all of the components of the public realm, including pedestrian amenities, signage, landscaping and planter strips, and on-street parking. Some of the following guidelines are based on Portland Metro's street design guidelines handbook, *Creating Livable Streets.*

Sidewalks

Sidewalks are the fundamental pedestrian element in a streetscape. They provide both visual and physical access to adjacent land uses and transit facilities. Sidewalks are the arteries of successful public spaces; they channel prospective customers and clients through a space, and the economic success of an area is often proportionate to the quality of these public spaces.

Establishing an active pedestrian environment is vital to the success of commercial areas, retail or office. Adequate width for all uses, including loading and unloading of people from on-street parking, walking traffic, window-shopping traffic, and use of street furniture must be provided. The width of the pedestrian realm (sidewalk and terrace) should be at least eight feet in commercial areas.

In the terrace area, vertical elements such as pedestrian scale lighting and street trees can help provide a sense of separation from the traffic on the street. Special paving treatment in this area, such as stamped or colored concrete or pavers , can further define the pedestrian realm. The terrace is also often a convenient spot to provide bike racks.

Pedestrian Amenities

Pedestrian amenities are the elements which define the pedestrian realm, encourage pedestrian activity and create a sense of place. They include lighting, benches, café tables, planters, public art, trash receptacles, signage, and kiosks. Pedestrian amenities make the difference between a thoroughfare and an active public space. In the words of William H. Whyte, who studied social interaction and preference in public spaces extensively, "What attracts people most, it would appear, is other people."

Pedestrian amenities should generally:

- Provide dark-sky compliant pedestrian scale lighting to define pedestrian space and extend useable hours. Pedestrian scale lighting is lower than conventional street lights (typically 10-14') and provides more illumination of the sidewalk. Pedestrian lighting is also an easy and efficient way to provide identity to a district.
- Provide a sufficient variety in seating to maximize flexibility and comfort. Incorporate both formal and informal seating by using benches and seat walls or planters. Include seating for small groups to gather, as well as opportunities for individuals to sit comfortably. Most people prefer to sit with some kind of shelter behind them, be it the back of a bench, a tree, or a shrub. Benches with backs and armrests are especially important for elderly people, who often cannot sit or rise comfortably without them.
- Provide continuity in the streetscape by repeating elements along the length of the street or district. Choose street furnishings that complement other elements in the area, and use a similar plant palette throughout.
- Provide a number of opportunities for people to socialize and spend time outdoors. Cluster amenities together to maximize their use, rather than spacing everything evenly along the street. For example, cluster benches and lighting under a tree, with a trash container nearby.

Street Trees

Trees are a key component in creating a sense of enclosure and separation from traffic. Without

them, a street can feel as though it is dominated by traffic. Street trees provide shade in the summer, intercept rainfall, add visual interest through the changing seasons, and help reduce the perceived scale of taller buildings. Street trees can also be planted in tree wells, which aid in stormwater management by retaining stormwater underground for the tree to use later.

Items to be considered for street tree installation:

- Provide continuous, uniformly, and closely spaced tree plantings to create a continuous canopy. This creates a more distinct character for the street than single trees spaced farther apart. Trees planted close together are also healthier, since they protect each other from wind damage and raise the relative humidity through transpiration.
- Use a number of tree species to provide variety as well as disease resistance. For an area the size of Marshall Court, two to three different species would be a good variety, since some repetition is desirable. Consider mixing trees with differently textured leaves or bark, or trees of different mature sizes.
- The suitability of the species to urban conditions such as drought and soil compaction must be considered.

Landscaping & Planters

Planters provide pedestrian buffering and an added layer of variety in vegetation. They can be pre-manufactured surface planters or poured-in-place planters, such as around a tree. Incorporating a low wall around a planter can provide informal seating.

When considering landscaping and planters:

- The Village's previous work on the Shorewood Boulevard entryway project should be consulted to present a consistent image.
- Choose planters of a suitable size and material to best fit the streetscape theme and available space. In general, large planters will require less watering than small ones, which tend to dry out quickly.
- Use plants with a variety of textures, colors and forms to add visual interest. Mix upright plants with trailing ones, and try to incorporate plants that flower at different times. At the same time, keep a common theme from planter to planter– a little variation is acceptable, but the area should appear as a unified district.

Street Parking

On-street parking serves several important functions in a commercial area, including support of local economic activity and buffering pedestrians from auto traffic. On-street parking increases sidewalk activity, since people rarely find a spot right in front of their destination. They then walk from a nearby spot, increasing exposure to ground floor retail and creating more opportunities for social interaction.

Ensure that pedestrians waiting to cross the street are visible to motorists by prohibiting on-street parking adjacent to crosswalk or curb return if necessary, or extending the curb to equal the width of the parking lane.