

Verona North Neighborhood

Design Development Guidelines for a Traditional Neighborhood

June 2014

City of Verona

Planning and Development Department

Table of Contents

Traditional Neighborhood Development	7
study area	
critical site access	
 Circulation	11
streets	
sidewalks	
bike paths	
parking	
 Land Uses	13
residential	
commercial	
institutional	
public space	
 Architectural Features	17

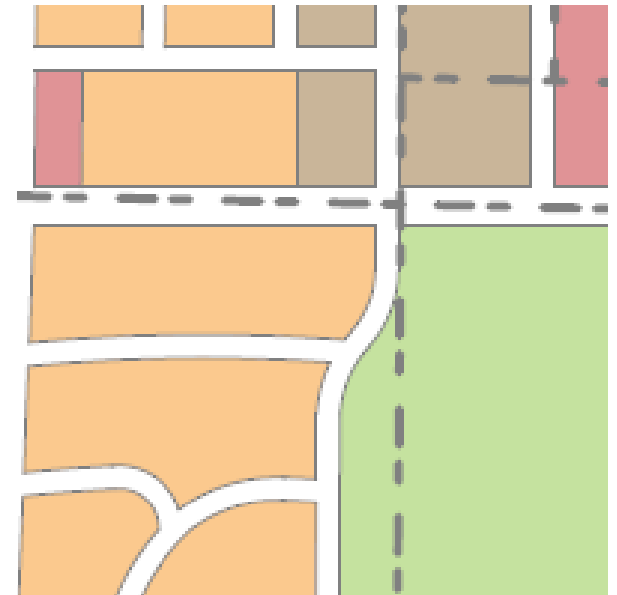
TRADITIONAL NEIGHBORHOOD DEVELOPMENT

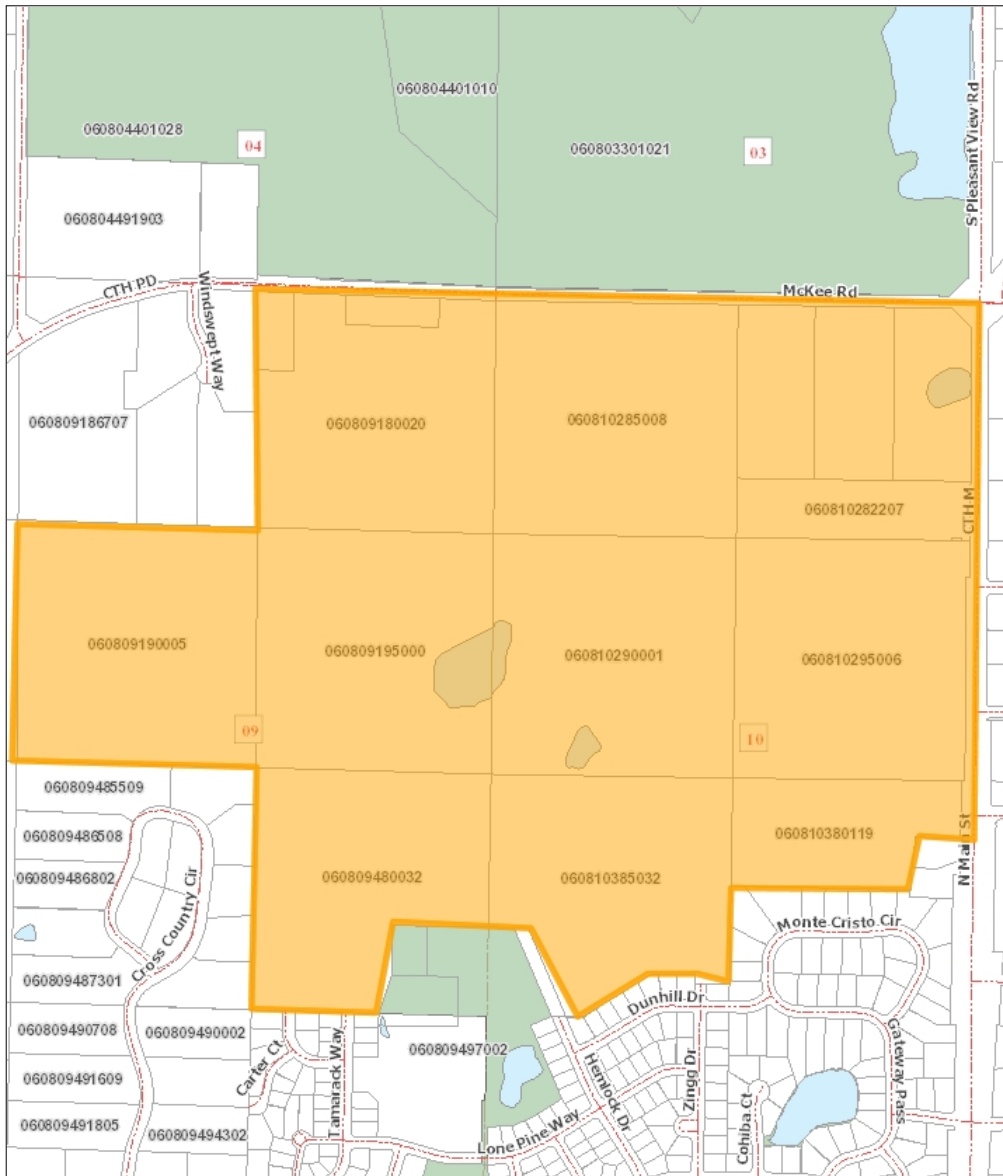
Traditional Neighborhood Development (TND) is a walkable development that includes a variety of housing types and land uses. Land uses include residential, commercial, educational, civic buildings, and public spaces located within walking distance of one another. A TND integrates a network of sidewalks, streets and paths for pedestrians as well as vehicles. This development pattern provides residents a complete neighborhood with the option of walking, biking or driving to places within their neighborhood. Present and future modes of transit should be considered for major through streets or around the perimeter of the development.

A new traditional neighborhood should be developed at the human scale. Buildings are placed closer together, reinforcing the street edge while creating a safe and attractive place for pedestrians. Streets are designed for slower speeds and traffic is dispersed through various street connections. Walking through the neighborhood should be a pleasant, interesting activity.

Existing environmental features can be preserved to serve as amenities or transitions between varying densities or uses. In some cases, housing can be developed within wooded areas, keeping as much of the woods as possible. A variety of public spaces is critical to the overall identity of the neighborhood and serve as social gathering places. Parks can be in the form of passive areas, tot lots, playgrounds, stormwater management features, plazas, and civic squares.

The following pages provide a framework of ideas and guidelines to ensure development concepts adhere to the goals of a traditional neighborhood concept.





North Neighborhood TND Study Area

DISCLAIMER: The City of Verona does not guarantee the accuracy of the material contained here in and is not responsible for any misuse or misrepresentation of this information or its derivatives.



SCALE: 1" = 736'



City of Verona
111 Lincoln St
Verona, WI 53593
(608) 845 - 6495

Print Date: 10/3/2013

Study Area

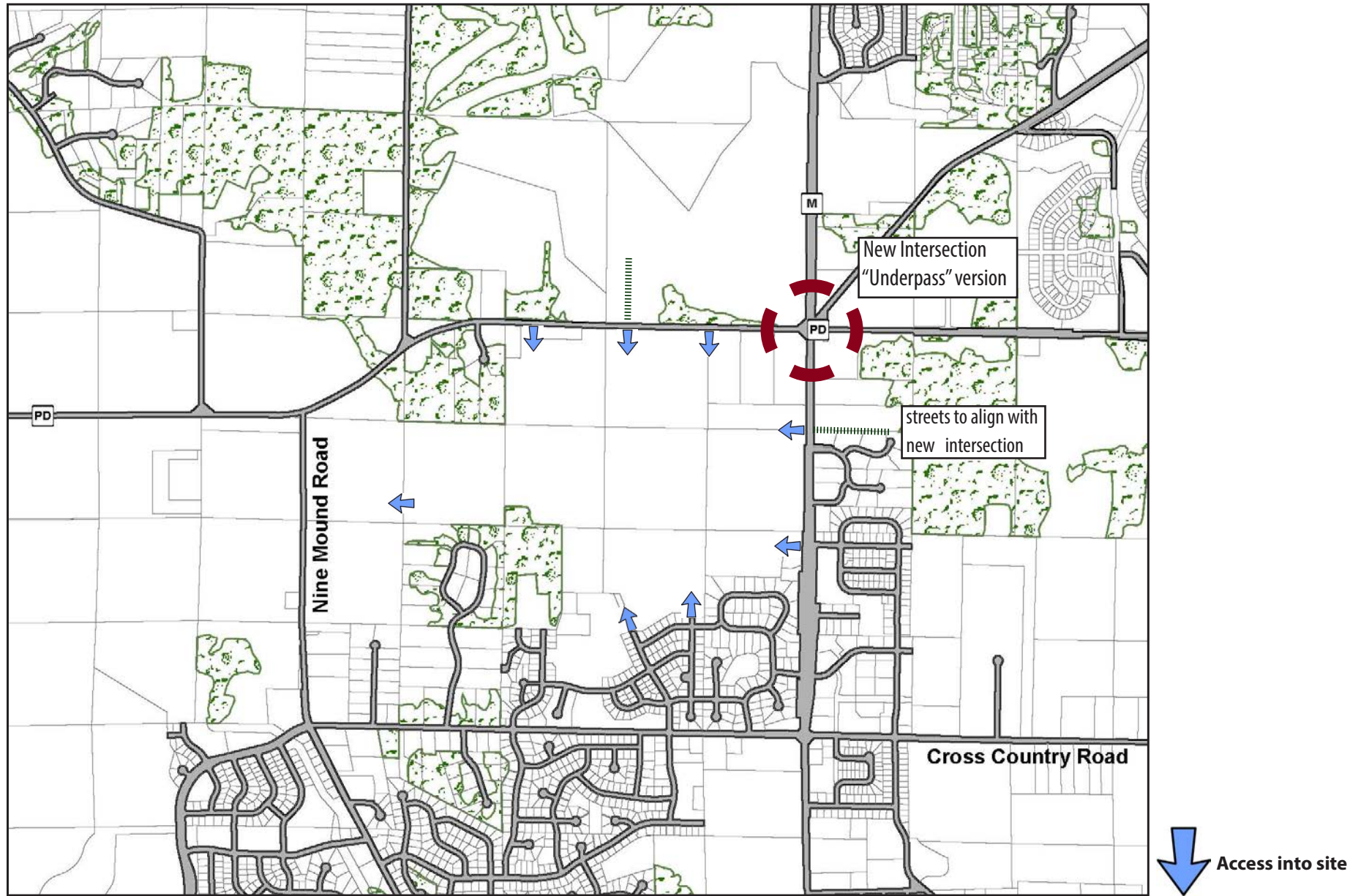
The North Neighborhood, noted in yellow, is located north and west of the City of Verona and encompasses approximately 1,584 acres of land. The study area is general bounded by CTH PD (McKee Road) to the north, the Ice Age Trail to the east, Country View Road to the west, and the City of Verona boundary to the south. The majority of the study area is located in the Town of Verona.

The proposed development concept and design guidelines support the North Neighborhood Plan prepared by City staff.

Critical Site Access

Access into and through the site should provide a variety of connections that will disperse traffic while connecting to existing streets to the south. Three entrances from the north, Hwy PD, will help to distribute traffic into the neighborhood. The proposed concept responds to the planned intersection improvement for Hwy PD and Hwy M.

Critical Access Issues



Proposed Circulation



- ● ● boulevard
- potential alley
- ||||| off-street bike path

CIRCULATION

A complete street system of interconnected streets, sidewalks, and paths will provide a variety of transportation options for residents. Parking should be accommodated in response to current lifestyle choices, but should not dominate the development. The North Neighborhood should provide safe and adequate infrastructure serving all users.

Streets

Streets should be designed so vehicles are encouraged to slow down, yield to pedestrians, and share lanes with bicyclists. The major north/south and east/west streets should include a boulevard, alley access, and on-street bike lanes to serve as the major bike routes through the neighborhood. [see Proposed Circulation] All streets should allow on-street parking, but not be overly wide. Travel lanes should not be wider than 12 feet on the major streets, 10 to 11 feet wide on other streets. Parking lanes should be eight feet wide. Streets within the residential areas should have development on both sides. When adjacent to public spaces, single loaded development is encouraged.

Streets should accommodate truck traffic in the commercial areas, but not be overly wide as to negatively impact the walkable commercial character.

Sidewalks

All streets should include sidewalks on both sides to provide safe routes to the commercial, civic, and public uses. Residential sidewalks should be four to five feet wide. Commercial sidewalks should be a minimum of 10 feet wide to allow for several people to pass one another. Areas where outdoor cafe seating are envisioned, sidewalks should be 15 to 20 feet wide. This width allows for a separate seating area, while still providing a pedestrian route.

Bike Paths

Two on-street bike routes are recommended on the major north/south and east/west boulevard streets. Bike lanes should be clearly marked to alert drivers. A proposed off-street bike path [see Proposed Circulation] links the residential areas to the local schools and existing

residential to the south. Access off Hwy PD and Hwy M will allow commuters and families to traverse through the neighborhood. If state transportation funding is utilized for the bike path, the path can be 10 feet wide to also accommodate a vehicle. If no state funding is utilized eight foot wide paths are recommended. This width allows several users to by-pass one another safely.

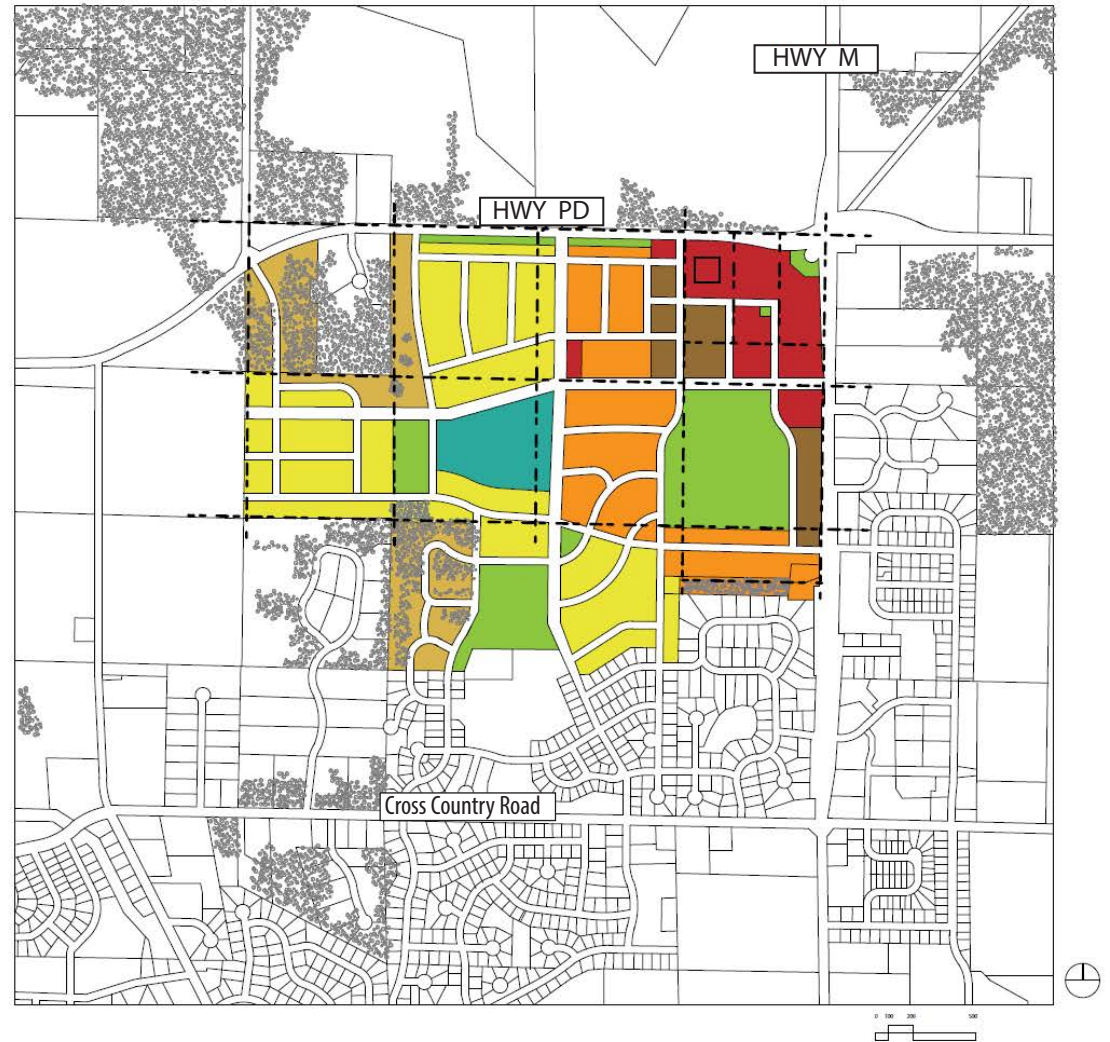
Parking

Provide adequate on-street and off-street parking spaces, with an emphasis on street parking for all retail and commercial uses. Off-street parking for commercial and civic uses should be on the side of buildings or in the rear of the site. Shared parking between users is encouraged. Parking in front of buildings shall not be permitted.

Mid-block and side parking should be screened with landscaping and/or fencing. Signage should designate public parking lots.

Proposed Development Concept

- Commercial & Mixed Use | 22.2 acres
- School | 12.3 acres
- Open Space | 41 acres
Stormwater Management | 23 acres (of the 41)
- Residential | approx 73 units to approx 90 units
12,000 to 15,000 square foot lots
2.9 to 3.6 units/acre
- Residential | approx 347 units to approx 444 units
8,000 to 10,000 square foot lots
4.3 to 5.5 units/acre
- Residential | approx 288 units
6,000 square foot lots
7.26 units/acre
- Multi-Family Residential | approx 240 units
20 units/acre



LAND USE

A variety of uses are critical in a successful traditional development pattern. Varied uses within walking distance to the residential uses provide the opportunity to walk to shops, work, parks, and schools. More walking reduces the number of vehicle miles traveled in the community and can provide a healthy neighborhood. The proposed concept transitions from the existing neighborhood to the south, with similar lot sizes and density, while increasing in density to the north and east.

Residential

A variety of housing types, sizes, and price points allows for a healthy neighborhood and choices for both existing residents and future residents. Four housing districts are recommended.

mixed-use housing

Smaller units above commercial uses, either rental or owner-occupied, provide proximity to shops, restaurants, offices, and public spaces. Zero foot, or minimal, setback for the buildings helps to reinforce the street edge. Parking can

be underground or surface lots shared with the commercial uses. Maximum of three stories is recommended.

multi-family housing

Multi-family units are often several stories, maximum of three stories recommended, with shared amenities such as community rooms, pools, or fitness areas. They offer an opportunity for young professionals, as well as empty-nesters looking to downsize their living unit but stay in Verona. Attached units, approximately 20 units per acre, can be in the form of apartment buildings, condominiums, or walk-up attached townhomes. Parking can be underground, attached garages, separate garages, or surface parking. Located at the perimeter of the neighborhood and adjacent to the commercial mixed-use area, the units provide a transition between the commercial area and the high density single-family housing.

high density single family and duplex housing

High density single family or duplex units are located within walking distance to the mixed-use center, school,



ground floor retail with housing above

and a variety of public spaces. 6,000 square foot lots, with setbacks not greater than 20 feet, front porches, and garages setback from the house, create a walkable street. Garages can be attached or detached.



single family housing along a boulevard and park space



ground floor retail with housing above



single user commercial use with a pedestrian friendly design

moderate density single family housing

Moderate density single family units provide a transition from existing housing to the south and transition to future housing to the west. Lots are still located within walking distance to the mixed-use center, school, and variety of public spaces. 8,000 to 10,000 square foot lots, with 15' to 25' setbacks, front porches, and garages setback from the house, continue to reinforce the walkable street character. Garages can be attached or detached.

low density housing

Low density single family units are located within existing wooded areas. 12,000 to 15,000 square foot lots help to preserve the existing trees while providing a natural setting for the homesites.

Commercial

A variety of scales and types of commercial uses will provide a rich experience of shopping, eating, entertaining, and working to the more than 900 housing units within walking distance. The corner mixed-use commercial center serves as a gateway element to the North Neighborhood and to the City. The concept allows for a range of building tenant sizes from a 40,000 square foot building with associated parking, as well as an 800 square foot use within a mixed-use building. Individual commercial parcels along Hwy PD and across from the school site, are located on major traffic arterials but should have a neighborhood feeling due to the scale of the site and location within surrounding residential uses.

Small green spaces and hardscape plazas should be located within the commercial center to provide opportunities for social gatherings, programmed events, and casual people-watching. Parking and loading areas should be screened from

public streets. Parking should be shared between commercial uses.

Institutional

Institutional and civic uses can serve as gathering places and major identifying features within the neighborhood. The proposed 12 acre school site is located at the center of the neighborhood, surrounded by public streets and housing. Ballfields and open areas should be accessible to the neighborhood, providing a year-round gathering area. Sidewalks, bike paths, and on-street bike paths should provide safe routes to the school.

Public Spaces

Public spaces add value to adjacent properties (8% to 10% for housing), create opportunities for public use and activities, preserve natural features, and can serve as stormwater strategies. Several public spaces are recommended within the proposed development concept.

large park and stormwater management basin [A]

The large park in the eastern section of the neighborhood provides extensive space for passive recreation, active ballfields, stormwater strategies, community gardening, play equipment, and park shelters. This facility can serve the larger neighborhood and be used for programmed events that bring residents to the area. Proximity to the mixed-use area allows for visual and walking connections to the businesses. Streets surround three sides of the park, allowing for on-street parking instead of surface parking within the park. Views into the park are created with various streets terminated into the park. Sidewalks should be located around the perimeter of the park, with bike racks are key locations or near proposed active areas.

commercial center plazas/squares [B]

Small green spaces and hardscape plazas should be integrated into the mixed-use area. Hardscape plazas allow for outdoor seating and dining, and should include landscaping and lighting to enhance the overall identity of the center. These areas can be used for programmed events, displays, and markets.

southern school extension [C]

A neighborhood park is located along the south side of the neighborhood as an extension of the existing school

site. Ballfields or open play areas enhance the adjacent residential development while providing opportunities for active recreation and social gathering. Streets surround three sides of the green space, allowing street parking and visual connections into the park.

central park [D]

A central park links the wooded areas on the site, allowing the path system to traverse from Hwy PD to the southern part of the neighborhood. Play equipment and seating areas could serve surrounding residents.

Public Spaces



commercial center plazas



park pavilion for programmed events



Architectural Features

Architectural features can create memorable buildings and vistas within the neighborhood and community. Key features should be located at prominent locations, where vistas from streets are terminated, or topography highlights a particular site. The commercial center, intersection of Hwy PD and Hwy M, should have a significant signage element, open space, or building facade visible as residents enter the city from the north. Other key sites are identified based on how streets terminate into sites or parks.

Architectural Elements

Building and structure design can significantly impact the look and feeling of a neighborhood. Various elements should be considered to enhance the pedestrian and overall character of the neighborhood.

public art

Public art can be integrated into buildings and sites at prominent locations. Art can be attached to a building, be part of signage, a statue, or interactive element.

fencing

Fencing of parking or loading areas should be of similar materials as adjacent buildings. Around parking areas it should allow pedestrians to see over the top of the fencing. Combined with landscaping, it can provide an attractive screen.

lighting

Building and site lighting is critical to create an inviting atmosphere in the evening for residents walking to the commercial uses or through the neighborhood. Bollard lights should be used in public plazas and along major trails.

windows

Commercial uses should include 80% windows or doors at the ground level to provide a visual connection into the stores and a pedestrian-friendly street frontage. 50% windows along the side, or secondary streets with combined residential and commercial uses, will provide a safe and interesting experience for pedestrians. Street lighting should be included throughout the neighborhood.

signage

Signage can create a memorable feature, as well as assist in wayfinding and business identification. Appropriate scaled signage is critical and should compliment the building, park, or public space. Materials can be varied depending on the installation and location.

awnings

Decorative and functional awnings are a common element in commercial and residential uses. They can be used to signal a building entrance or provide shade along the sidewalk. Also used for signage, awnings can be used for building identification.

Quality Neighborhood

All of these elements, when combined, will create a quality neighborhood where residents are comfortable to walk, bike, and drive to a variety of uses. The strength of traditional development patterns is the sustained land value accompanied but a place people can call home.



www.ceplanningstudio.com