



# UDC Purpose & Intent: Continued Discussion

CHAPTER 33.24, MGO

# Purpose and Intent Statement

- ▶ Explains why an entity or organization exists
- ▶ Clarifies what the entity or organization does or reviews
- ▶ Defines why the UDC review of projects is important
- ▶ Illustrates how the UDC positively impacts projects and those it serves
- ▶ Explains how the UDC adds value

# Feedback - Common Themes

- ▶ More consideration should be given to context
- ▶ Encourage creativity in design
- ▶ Offers alternative design solutions
- ▶ Create consistency and clarity
- ▶ Assist in dialogue with development team members
- ▶ Focus on larger picture versus project details
- ▶ Maintain focus on equity, sustainability, and accessibility

# UDC Purpose and Intent Statement

MGO 33.24, UDC Existing Purpose and Intent Statement:

- ▶ To assure the ***highest quality of design for all public and private projects*** in the City.
- ▶ To ***protect and to improve the general appearance of all buildings, structures, landscaping and open areas in the City***; to encourage the protection of economic values and proper use of properties.

# UDC Purpose and Intent Statement

MGO 33.24, UDC Existing Purpose and Intent Statement:

- ▶ To **encourage and promote a high quality in the design of new buildings, developments, remodeling and additions** so as to maintain and improve the established standards of property values within the City.
- ▶ To **foster civic pride in the beauty and nobler assets of the City**, and in all other ways possible assure a functionally efficient and visually attractive City in the future.



# Continued Discussion

# Meeting Discussion Guide

- ▶ Review the existing statement - What would you keep/change?
- ▶ In considering possible revisions, review the ideas provided on the following pages and prioritize or rank them.
- ▶ Feel free to add/suggest additional ideas.
- ▶ At the meeting, staff will capture the top 3-5 ideas, but not intending to “wordsmith” a statement at this discussion.
- ▶ Based on the discussion, staff will create revisions for further Commission review and consideration.

# UDC Purpose and Intent Statement

- ▶ What would you like to change about the current statement?
- ▶ Why is the UDC review of projects important?
- ▶ How does the UDC positively impact projects?
- ▶ How does the UDC positively effect those we serve?

# Discussion Guide Reference

## Ideas Related to Consistency with Context, Character, and Adopted Plans

1. Review projects for consistency with the City of Madison Comprehensive Plan and any applicable, neighborhood, neighborhood development, or special areas plans, and design guidelines and requirements.
2. Encourage building and site designs that responds to their context, enhance pedestrian characteristics and considers appropriate sustainable design practices.
3. Encourage development that is appropriately scaled to its existing/intended future context and identifiable character.
4. Encourage urban character by responding to and reinforcing locally distinctive patterns of development, landscape and culture.

# Discussion Guide Reference

## Ideas Related to Sustainability & Equity

5. Encourage building adaptability and diversity through design and development that can respond to changing social, technological, and economic conditions.
6. Encourage diversity and choice through a mix of compatible developments and uses that work together to create viable places that respond to local needs.
7. Inspire sustainable, resilient, and inclusive design solutions that contribute to addressing community needs.
8. Encourage design that supports health and well-being for all people, considering physical, mental and emotional effects of the built environment.
9. Encourage design that reduces energy use and eliminate dependence on fossil fuels while improving building performance, function, comfort, and enjoyment.

# Discussion Guide Reference

## Ideas Related to Design Elements

10. Encourage cohesive and high quality designs through site planning, exterior appearance, landscaping, and the economy of forms and materials.
11. Encourage an enhanced pedestrian experience with human-scale architectural details and materials.
12. Encourage creative, inclusive design solutions.
13. Emphasize beauty, aesthetics, human comfort, and creating a sense of place.
14. Balance beauty and function.
15. Considers the way buildings and the spaces between them relate to one another with the goal of creating a vibrant, welcoming urban environment.
16. Good design makes a building useful, aesthetic, understandable, unobtrusive, honest, timeless, and is thorough down to the last detail, as little design as possible, and environmentally friendly.

# Discussion Guide Reference

## Ideas Related to How UDC Adds Value

17. Facilitate communication and participation between developers, neighbors, and City staff early in the design process.
18. Advocate for the aesthetic quality of the City's public realm/urban environment, urban corridors and gateways.
19. Endeavor to balance the interests of individual projects with the desire to create welcoming and cohesive neighborhoods and design districts.
20. Minimize environmental impacts of development by encouraging the use of eco-friendly technologies, energy efficiency, and pedestrian-friendly design that encourage multi-modal transportation.

# Discussion Guide Reference

## Ideas Related to How UDC Adds Value, Continued

21. Prioritize places over objects, thereby permitting flexibility in the application of requirements and guidelines through well-communicated and executed project goals and approval conditions.
22. Evaluation of a project's greater reach - Good design positively impacts the future occupants and the larger community, as well as the ecological health of its place over time.
23. Consistently and equitably review projects/apply guidelines and requirements and adds value for owners, occupants, and the community regardless of project size and budget.
24. Evaluate and promote urban design principles in all development, including providing diversity in the mix of uses, encouraging human-centric design and activity, encouraging appropriately scaled development relative to both the built environment and surrounding open spaces, creating navigable and practical neighborhoods, establishing a curated ground-floor experience, integrated walkability, incorporating micro-climates.



Any last thoughts or questions?

Thank you!

## UDC Statement of Purpose and Intent Continued Discussion Handout

With the intent of providing examples and a guide for the Commission's continued discussion, staff has compiled language from a variety of resources, including those ideas submitted by fellow commissioners, feedback from the January 25 Special Meeting discussion, as well as web-based resources as noted below.

In thinking about how best to continue the discussion, staff suggests the following steps to guide the discussion:

- Review the existing statement - What would you keep/change?
- In considering possible revisions, review the ideas provided on the following pages and prioritize or rank them.
- Feel free to add/suggest additional ideas.
- At the meeting, staff will capture the top 3-5 ideas, but not intending to "wordsmith" a statement at this discussion.
- Based on the discussion, staff will create revisions for further Commission review and consideration.

### ***Why is the UDC review of projects important?***

#### Consistency with Context, Character, and Adopted Plans

1. Review projects for consistency with the City of Madison Comprehensive Plan and any applicable, neighborhood, neighborhood development, or special areas plans, and design guidelines and requirements.
2. Encourage building and site designs that responds to their context, enhance pedestrian characteristics and considers appropriate sustainable design practices.
3. Encourage development that is appropriately scaled to its existing/intended future context and identifiable character.
4. Encourage urban character by responding to and reinforcing locally distinctive patterns of development, landscape and culture.

#### Sustainability and Equity

5. Encourage building adaptability and diversity through design and development that can respond to changing social, technological, and economic conditions.
6. Encourage diversity and choice through a mix of compatible developments and uses that work together to create viable places that respond to local needs.
7. Inspire sustainable, resilient, and inclusive design solutions that contribute to addressing community needs.
8. Encourage design that supports health and well-being for all people, considering physical, mental and emotional effects of the built environment.
9. Encourage design that reduces energy use and eliminate dependence on fossil fuels while improving building performance, function, comfort, and enjoyment.

#### Design Elements (massing, forms, scale, pedestrian orientation, landscape, etc.)

10. Encourage cohesive and high quality designs through site planning, exterior appearance, landscaping, and the economy of forms and materials.
11. Encourage an enhanced pedestrian experience with human-scale architectural details and materials.
12. Encourage creative, inclusive design solutions.
13. Emphasize beauty, aesthetics, human comfort, and creating a sense of place.
14. Balance beauty and function.

15. Considers the way buildings and the spaces between them relate to one another with the goal of creating a vibrant, welcoming urban environment.
16. Good design makes a building useful, aesthetic, understandable, unobtrusive, honest, timeless, and is thorough down to the last detail, as little design as possible, and environmentally friendly.

***How the UDC positively impacts projects and those we serve – How does the UDC add value?***

17. Facilitate communication and participation between developers, neighbors, and City staff early in the design process.
18. Advocate for the aesthetic quality of the City's public realm/urban environment, urban corridors and gateways.
19. Endeavor to balance the interests of individual projects with the desire to create welcoming and cohesive neighborhoods and design districts.
20. Minimize environmental impacts of development by encouraging the use of eco-friendly technologies, energy efficiency, and pedestrian-friendly design that encourage multi-modal transportation.
21. Prioritize places over objects, thereby permitting flexibility in the application of requirements and guidelines through well-communicated and executed project goals and approval conditions.
22. Evaluation of a project's greater reach - Good design positively impacts the future occupants and the larger community, as well as the ecological health of its place over time.
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Resources:

[10 Principles for Successful Urban Design](#)

[AIA Framework for Design Excellence](#)

[4 Principle of Good Urban Design - NYC](#)

[Indeed Purpose Statement](#)