



Project Address: 330 W Mifflin Street

Application Type: Alteration of a Planned Development (PD), Renovation of the Madison Senior Center Courtyard into a Public Park – Advisory Recommendation is Requested

Legistar File ID #: [72979](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Eric Knepp, Mike Sturm, City of Madison Parks Division | Karen Cator, Madison Senior Center

Project Description: The applicant is seeking an advisory recommendation for the renovation of an existing private, quarter-acre plaza that will become a public park and greenspace.

Project Timeline:

- The UDC received an Informational Presentation on August 17, 2022.
- The Plan Commission will review this proposal on December 12, 2022.

Approval Standards: The UDC is an **advisory body** on the PD request. For Planned Developments the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections [28.098](#)(1), Statement of Purpose, and (2), Standards for Approval (PD Standards Attached).

In addition, the UDC is also an **advisory body** in their review of the site and landscape considerations pursuant to MGO Section [33.24](#)(4)(d) for Public Projects, which notes that the UDC may provide advisory recommendations related to site and landscape considerations associated with public projects and buildings.

Summary of Design Considerations

Staff requests that the UDC review the proposed development and provide findings and recommendations based on the aforementioned standards for planned developments and public projects, as well as the comments noted by the Commission in their Informational Presentation comments:

- Space programming, including providing an additional pet waste station and the location of bike parking.
- Lighting. The photometric plan appears to have inconsistencies with the City's Outdoor Lighting requirements (Section 29.36, MGO) for low level activity areas, including light levels in excess of 4.0 footcandles in pedestrian areas. As a potential code compliance issue, the applicant is advised that an updated photometric plan and fixture cutsheets, consistent with MGO Section 29.36, will be required to be submitted for review and approval prior to permitting.
- Overall landscape design with regard to providing year-round texture and color.

As noted above, the UDC is an advisory body on this request. Staff recommends the Commission's findings and recommendations to the Plan Commission be framed as a motion based on the applicable review criteria, including PD review and approval criteria. Additionally, while the UDC utilizes the Initial/Final Approval framework in certain situations, as an advisory recommendation, staff believes it would be procedurally preferable to provide a singular motion with the Commission's findings and recommendations.

Summary of UDC Informational Presentation Comments

As a reference, staff refers the Commission to their comments from the August 17, 2022, Informational Presentation:

- I love this, there's a design power in interstitial spaces, you took a fairly rectilinear space and made it into this organic, inviting place. No comments, I like it just as it is.
- Big thumbs up, I like these little pocket parks in cities, it's such a pleasant surprise to find an oasis of green where you least expect to see it. This looks really well done. The poured play surface where the wishbone log is, could you talk more about that material?
 - The idea is that it's a fallen log, probably harvested from the City of Madison. We would remove all the bark and detail it to be maintainable. The base is surrounded by a rubber surface in earthy colors with no loose parts.
- There are still plenty of large Ash trees coming down across the City, that's a good wood for this sort of project.
- Great project. My only comment is I think everyone seems to have a dog these days, I would encourage you to do more than just one of the pet waste bins, maybe one at the entrance closer to the market.
- It's a space that's always been meant to be publicly enjoyed, I'm glad after all these years it's getting the design attention it really deserves, getting nice new trees in there with the few you can rescue. Great job.
 - Does the UDC have any comment on the bicycle parking?
- What did you hear from your meetings with City staff? What's your sense of the need here?
 - We never got really clear direction.
- With the grocery store there it never seems to be enough, you don't want people tying their bikes up to your climbing log. The City has a pretty generous size of bike parking stall, but the park is for people. I hope you're able to strike that balance with the feedback you hear.
- (Secretary) As part of a PD, Zoning could answer the bike parking question.
- The placement seemed appropriate keeping it out of the park, I don't recommend bringing it in.

ATTACHMENT
PD Zoning Statement of Purpose and Standards

28.098 (1) Statement of Purpose.

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials. In addition, the Planned Development District is intended to achieve one or more of the following objectives:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.
- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.
- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.
- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.
- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.
- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

28.098(2) Approval Standards for Project

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

- (a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:
 - 1. Site conditions such as steep topography or other unusual physical features; or
 - 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.
- (b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.
- (c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.
- (d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way

to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.

- (e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.
- (f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.
- (g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.
- (h) When applying the above standards to an application for height in excess of that allowed in Section 28.071(2)(a) Downtown Height Map, except as provided for in Section 28.071(2)(a)1. and Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:
 - 1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.
 - 2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
 - 3. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.
 - 4. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.
- (i) When applying the above standards to an application to reduce or eliminate stepbacks required by Section 28.071(2)(c) Downtown Stepback Map, the Plan Commission shall consider the recommendations in adopted plans, including the downtown plan. No application to reduce or eliminate stepbacks may be granted unless it finds that all of the following conditions are present:
 - 1. The lot is a corner parcel.
 - 2. The lot is not part of a larger assemblage of properties.
 - 3. The entire lot is vacant or improved with only a surface parking lot.
 - 4. No principal buildings on the lot have been demolished or removed since the effective date of this ordinance