

# Technical Review Summary of ULI's Block 101 Proposal November 4, 2020



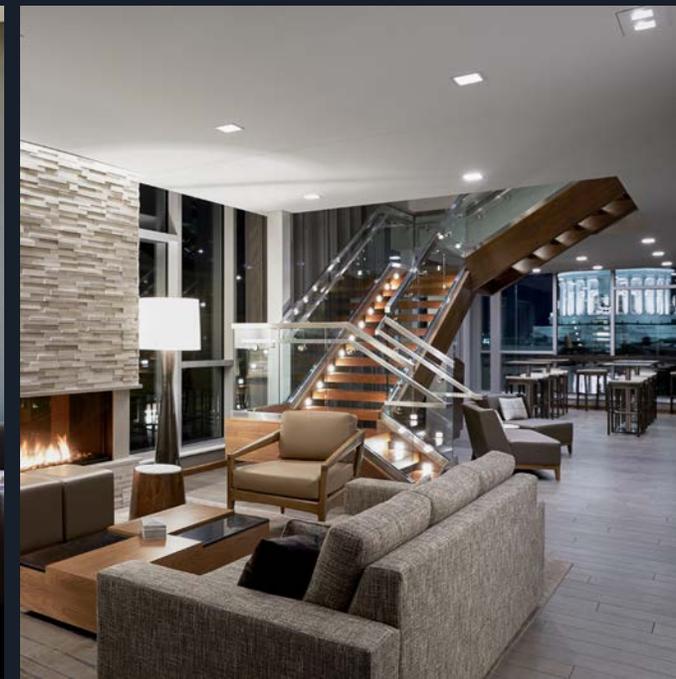
NORTH CENTRAL GROUP

# Neighborhood and Context



# Exceptional Design Standard

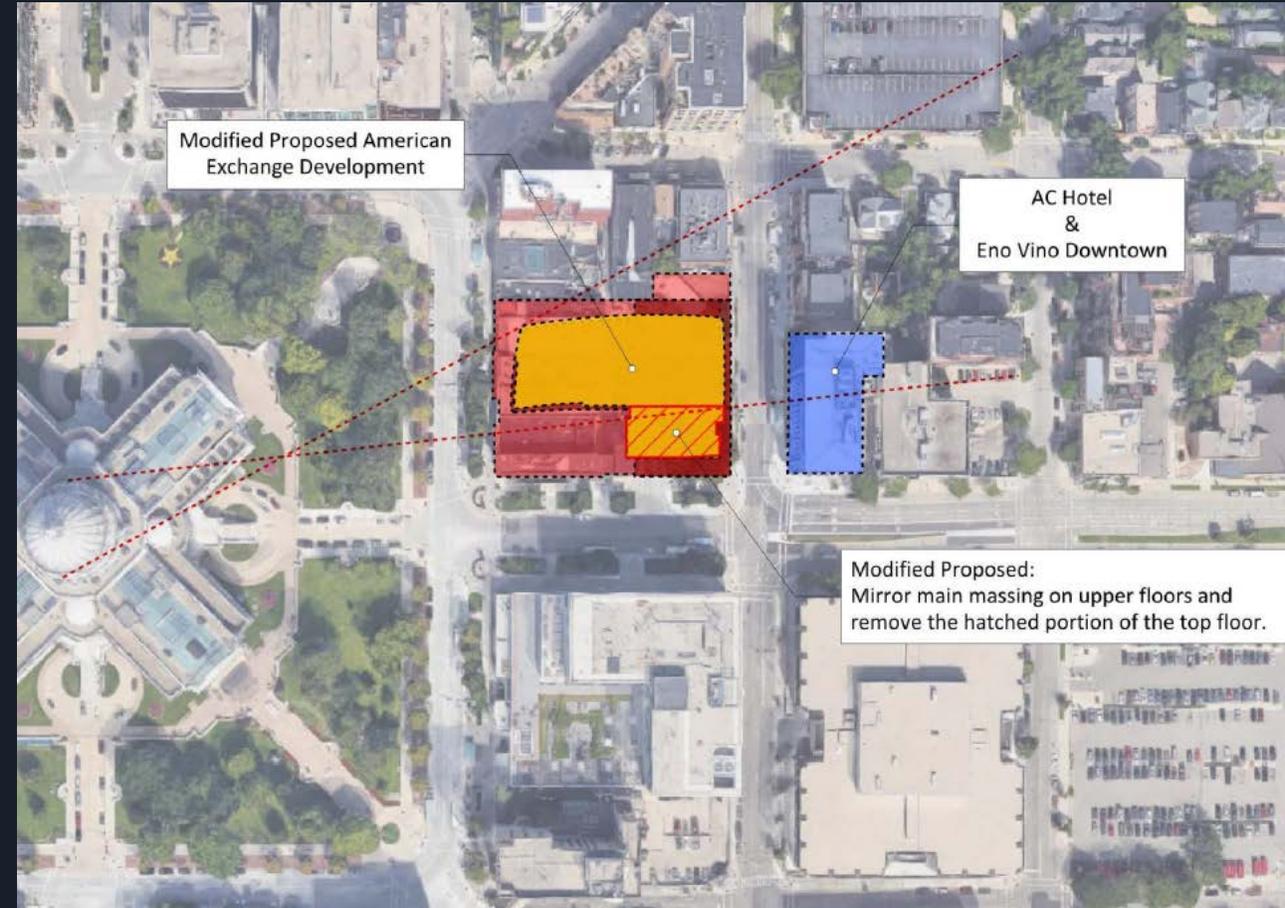
- Redesigned building shifted to a **Design Centric Hotel**
- Elevated **Public Space** on top 2 floors
  - A third, separate structural system
  - Floor to ceiling glass
- Associated Builder & Contractors Project of Distinction
- In Business Commercial Design Awards won for
  - Best New Hotel Design
  - Best Innovative Feature – The Diamond Wall
  - Best New Restaurant/Bar Design – Eno Vino



# Current ULI Proposed Design



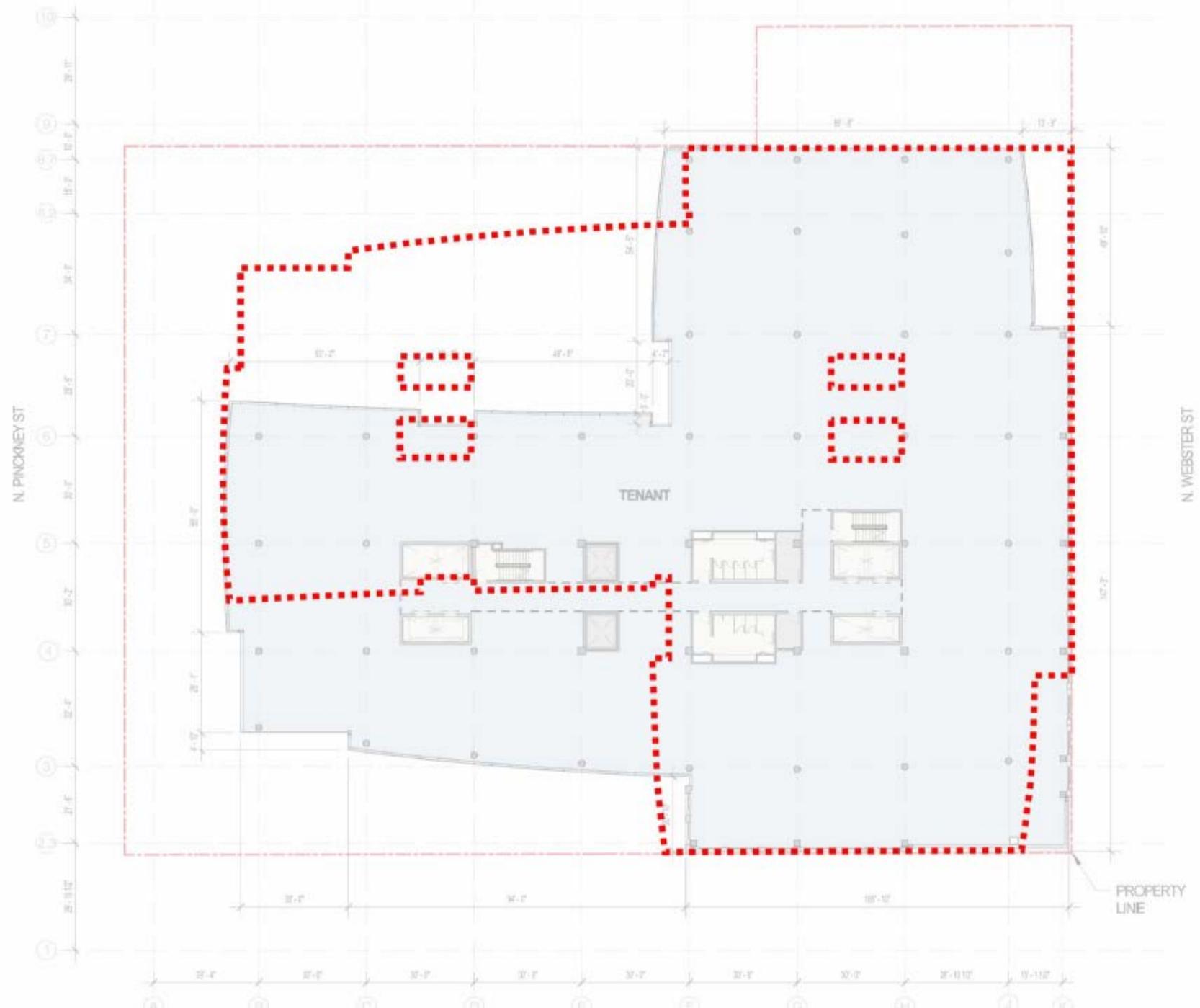
# Modified Proposed Design



# Design Alternative

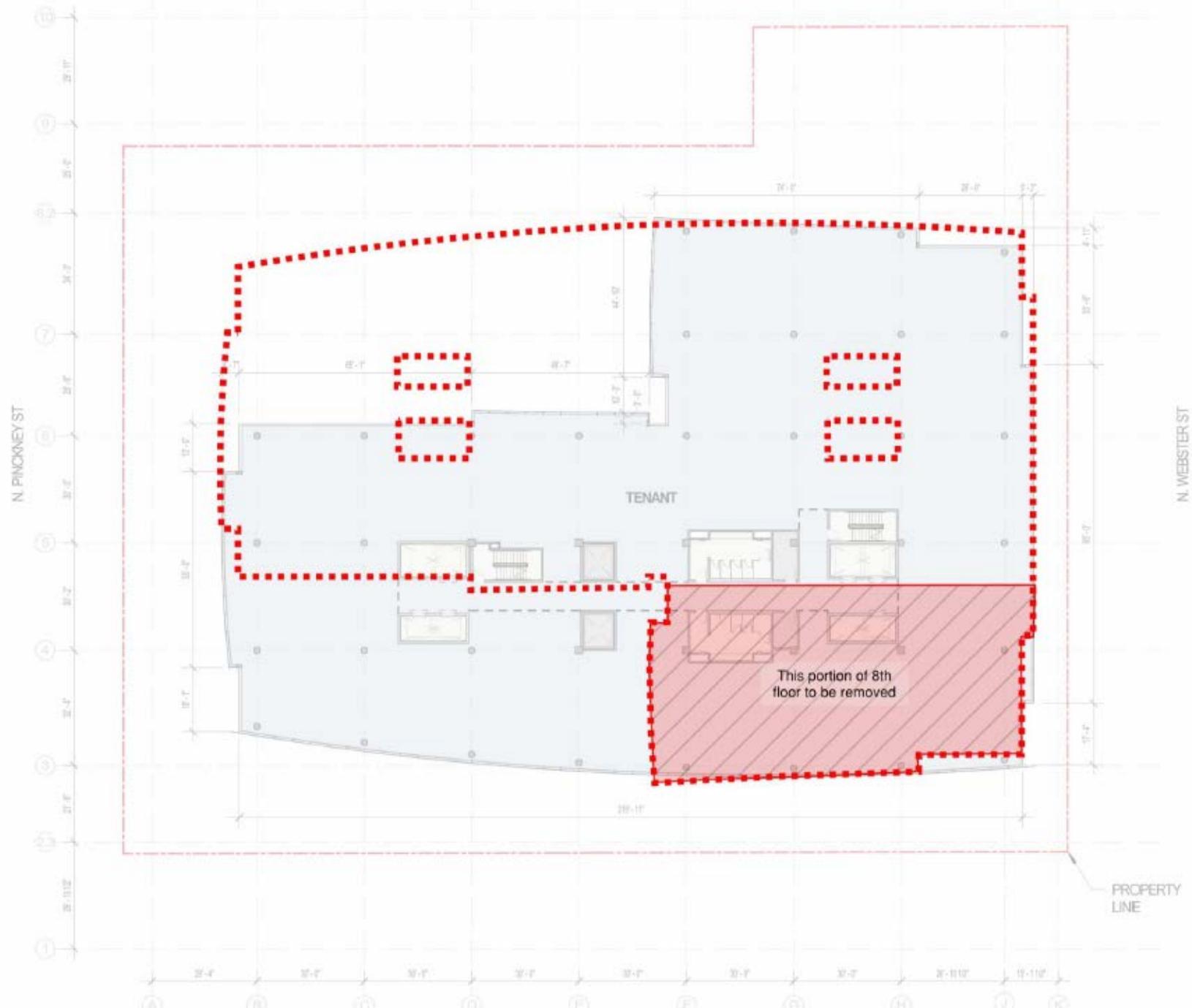
Sixth Floor

Mirror Office Tower



# Design Alternative

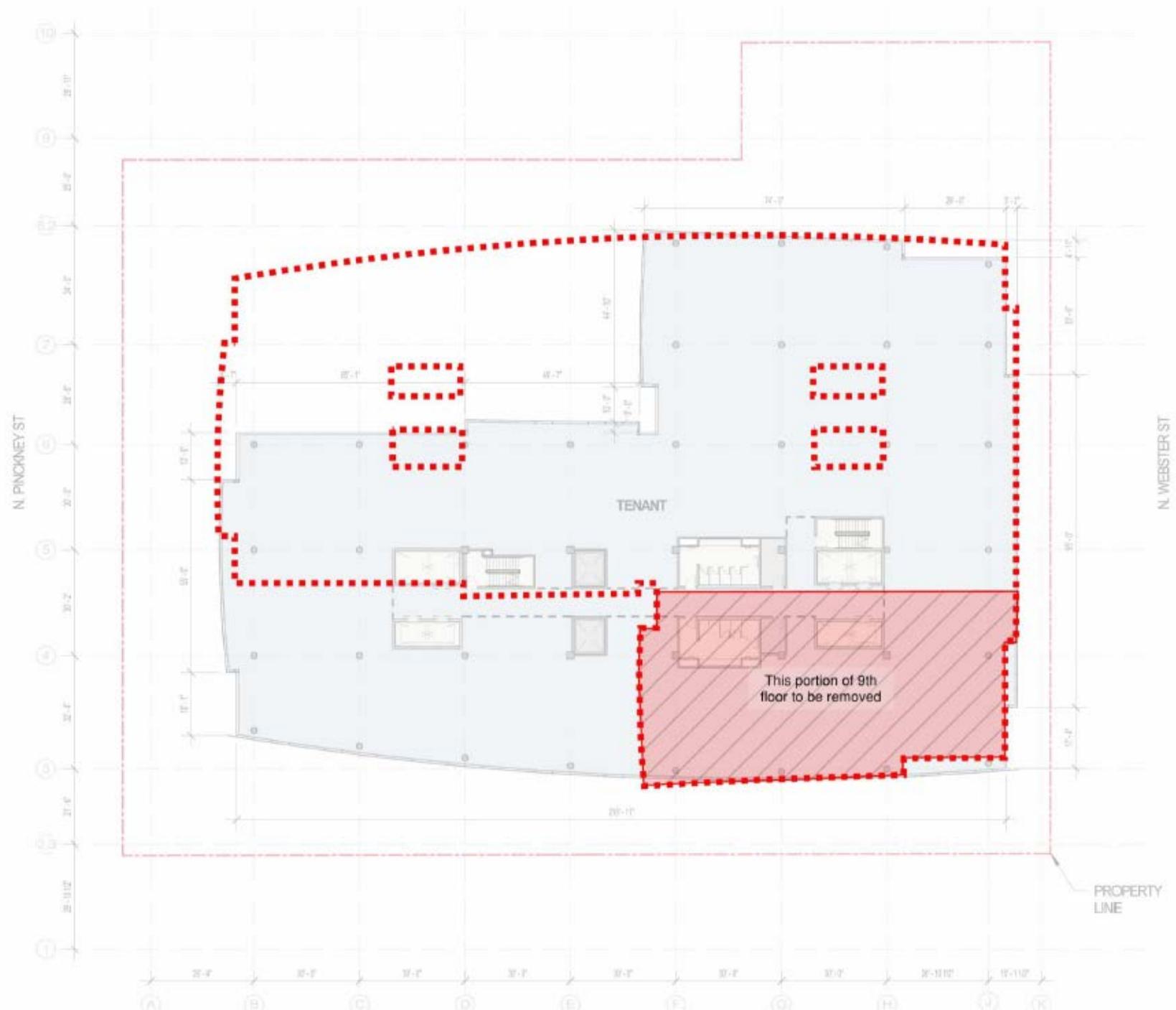
## Eighth Floor Mirror Office Tower



# Design Alternative

Ninth Floor

Mirror Office Tower







# Visual Impact Study Photo Locations



Image #1  
Existing View



ULI Proposed



Modified Proposed

Image #2  
Existing View



ULI Proposed



Modified Proposed

Image #8  
Existing View



ULI Proposed



Modified Proposed

# ULI Proposed View Summary

Under the proposed ULI Development, there will be a significant negative impact to the Public Views of the State Capitol. The ULI Development will block approximately 75% of the building from having a view of the Capitol dome. 15% of the building will suffer a partial blocked view of the dome, and the remaining 10% will have a partial blocked view of the Capitol building.



## ULI Proposed American Exchange Development

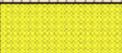
ULI Proposed American Exchange Building		
View Type		View Percentage
Partial Impact to Capitol Building View		10%
Partial Impact to Capitol Dome View		15%
Full Impact to Capitol Dome View		75%

# Modified Proposed View Summary

With the Proposed Modification to the ULI Development, the significant negative impact to the State Capitol view from the Public Space will be largely mitigated. The proposed modification will allow a majority of the 9th and 10th floors of the Public Space to have full Capitol Dome views. The full impact to the Capitol Dome is reduced by approximately 24%, with a majority of this percentage shifting to allow for full Capitol Dome views from the Public Spaces on the top floors.



**Modified Proposed American Exchange Development**

Modified Proposed American Exchange Building		
View Type		View Percentage
Partial Impact to Capitol Building View		31%
Partial Impact to Capitol Dome View		18%
Full Impact to Capitol Dome View		51%

# Urban Design District #4

*Section 33.24(11) Urban Design District No. 4.(a) Statement of Purpose. Urban Design District No. 4 is hereby established to improve... to preserve and enhance the property values in the district, and to avoid a substantial depreciation of the property values in the district.*

*Section 33.24(11)i. Urban Design District No. 4.(d)(4)(a) Building Design Guidelines. Structures should be designed to be compatible with the structures that are adjacent to them.*

*Section 33.24(11)iii. Urban Design District No. 4.(d)(4)(a) Building Design Guidelines. All building elevations are of importance and should be carefully designed. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.*

*Section 33.24(11)iv. Urban Design District No. 4.(d)(4)(a) Building Design Guidelines. The Architecture of new in-fill buildings, additions to existing buildings and major exterior remodeling should be compatible with that of the existing adjacent buildings.*

# Planned Development Standards for Approval

*Madison Code of Ordinances: 28.098 Planned Development Districts establishes a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion. The Urban Design Commission shall review the General Development Plan prior to the Plan Commission, and shall make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter*

*Section 28.098 (2)(c) Standards for Approval of Zoning Map Amendment: 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.*

*Section 28.098 (2)(e) Standards for Approval of Zoning Map Amendment : 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*

*Madison Code of Ordinances: 28.182 Text and Map Amendments establish the standards for review and approval of proposed zoning amendments. This section allows the Common Council to amend the text of this Chapter or the zoning districts in order to promote public health, safety, and welfare throughout the City, **giving due consideration to existing conditions, conservation of property values**, building development providing best advantage to the City*