



Project Address: 203 N Blount Street

Application Type: Informational Presentation for a Major Alteration to an Existing Planned Development
UDC will be an Advisory Body

Legistar File ID #: [89581](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Tracy Mac Murchy, Dimension IV Madison Design Group | Michael Matty, Renaissance Property Group, LLC

Project Description: The applicant is proposing a major alteration to an existing Planned Development (PD) that is comprised of four buildings. Modifications are proposed to two of the buildings. The applicant first requests to make several modifications to a new eight-unit building which was approved but never constructed. The plans call for increasing the building height from three to four stories and increasing the building size from eight to 16 units. The applicant also requests changing the siding material from vinyl to engineered wood lap siding on the existing two-flat house located at 710-712 E Dayton Street.

Project Background: Originally approved in 2017, this Planned Development included the construction of a new 8-unit residential building (203 N Blount Street), the relocation of a house from E Johnson to E Dayton (710-712 E Dayton), and three existing houses, two, two-flat (207 and 213-215 N Blount Street) houses and one three-flat house (209-211 N Blount Street) (Legistar File ID [#46548](#)).

The original approval included conditions of approval specific to the relocated house (710-712 E Dayton Street), which is the subject of this proposal, that spoke to materials and details, as noted below:

- **Porches.** The existing building has two porches; a front porch and a side porch located on what is currently the north side of the building. Original porches and features shall be retained and rehabilitated unless that is not possible. If replacements in whole or in part are necessary, the replacements porch(es) shall be constructed in a manner that is consistent and compatible with the historic vernacular architecture of its time and reflect the existing detailing.
- **Window Trim.** Window trim shall be in like and kind with regard to materials, and shall restore the historic window frame detailing that is present on many of the existing windows.

With regard to the new 8-unit residential building (203 N Blount Street), the PD indicated that this building would be a three-story building clad in horizontal clap board fiber cement siding and trim. The PD Zoning Text set a maximum height of three stories/40 feet. The proposed building, which roughly occupies the same footprint, does not comply with elements of the existing PD Zoning and, thus, changes are being requested to accommodate the revised building plans.

Approval Standards: The UDC will be an **advisory body** on this 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 the PD Standards for Approval (attached for reference), but including, more specifically:

PD Standard (e), which generally speaks to coordinating “...*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.*”

Summary of Design Considerations

Staff recommend that the UDC provide feedback on the development proposal regarding the aforementioned standards as it relates to the design considerations noted below.

203 N Blount Street Building

- **Building Mass and Scale.** The site context is relatively residential in nature with primarily three-story structures, although there is a six-story multi-family residential building located across E Dayton Street from the project site. As such, consideration should be given to designing with a sensitivity to context.

While even the originally approved building was larger than many others in proximity, the massing intended to reflect the rhythm of surrounding smaller residential buildings through articulation/modulation in the building footprint (with significant recess in the first-floor), roofline, floor plan and residential-scale details, including porches, lattice, and landscape were used to break down the perceived mass and scale of the building.

With the revised changes, staff requests the UDC’s feedback related to the overall building mass and scale, especially as it relates to designing with a sensitivity to context, as well as exploring potential design solutions that could be used to break down the overall mass and scale, especially as viewed from the street (N Blount Street) and longer side elevation (E Dayton).

- **Building Design and Composition.** Staff requests the UDC’s feedback on the overall building design and composition as it relates to PD standards, including those that speak to designing with a sensitivity to context, including architectural styles and building forms, as well as aesthetics.

710-712 E Dayton Street Building

- **Materials.** While the material details were not included in the application materials, the applicant has indicated that the proposed recladding material is engineered wood siding. With that however, details related to trim, windows, and the front porch were not provided. As noted above, the PD Zoning Text specifically identifies that replacement materials shall be in like and kind, consistent with and compatible with the historic architecture.

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 setbacks 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 setbacks 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