



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 216 S. Hamilton Street  
**Application Type:** New Development in UMX Zoning – Informational Presentation  
**Legistar File ID #** [64509](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Christopher Gosch, Populance, LLC/Courtside Development, c/o Jason Iverson

**Project Description:** The applicant is providing an informational presentation for a new two story 5,671 square foot live-work building with 400 square feet of ground floor commercial space and four upper level owner-occupied condominiums.

**Project History/Schedule:**

- The applicant anticipates submitting a land use application in Spring 2021.

**Approval Standards:**

The UDC is an approving body on this request. Section 28.076(b) states that “All new buildings and additions that are less than twenty-thousand (20,000) square feet and are not approved pursuant to (a) above, as well as all major exterior alterations to any building shall be approved by the Urban Design Commission based on the design standards in [Sec. 28.071\(3\)](#), if applicable, and the Downtown Urban Design Guidelines. The applicant or the Alderperson of the District in which the use is located may appeal the decision of the Urban Design Commission to the Plan Commission.”

## Summary of Design Considerations and Recommendation

Staff recommends that the UDC review the project against the specific Guidelines and Standards of UMX Zoning Requirements-[Sec. 28.071\(3\)](#), [Madison’s Downtown Plan](#), and [Downtown Urban Design Guidelines](#) and provide comments related to the exterior design, size, long views along Hamilton Street, and overall massing of the proposed development.

The Downtown Plan includes discussion that buildings should be carefully designed to fit within the area context and maintain the rhythms of existing the street frontage. The Plan recommends building height up to six stories, with a 15 foot setback above the fourth floor along Hamilton Street. Those standards are also codified in the Zoning Code. Additionally, this site is located within a priority viewshed and pedestrian connection corridor from the Capitol to the lake.

Only the design of the new building is before the UDC, as considerations related to the demolition are not under the purview of this Commission. As a reference, staff note that the Landmarks Commission provided advisory comments to the Plan Commission regarding the demolition stating *“That the building at 216 S Hamilton Street has historic value related to the vernacular context of Madison’s built environment, but the building itself is not historically, architecturally or culturally significant. The building is representative of 1850s Gabled-El structures, which are increasingly rare in Madison.”*