



**Project Address:** 5817 Halley Way

**Application Type:** Informational Presentation for a Major Alteration to a Previously Approved Planned Development (PD)  
**UDC will be an Advisory Body**

**Legistar File ID #:** [91588](#)

**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** Scott Frank, Oak Park Place | Bradley Servin, ADCI

**Project Description:** The applicant is seeking approval for a major alteration to a previously approved Planned Development, including, as noted in the applicant's Letter of Intent, changes to the unit quantity and mix, balcony and window locations, exterior building materials to reduce the amount of aluminum wood-grained siding, relocate the main building entrance, and expand the residential amenities.

**Project Background:** The original Planned Development for Capitol View at Oak Park in Grandview Commons was approved in December 2013. Since then, the Planned Development was amended two times, once in 2015 (Legistar File ID [07173](#)) and again in 2021 (Legistar File ID [67173](#)). Most recently, in 2021, the PD was amended to modify the unit quantity and mix which subsequently changed the windows and balcony locations.

That proposal was reviewed by the UDC and Plan Commission in December 2021 and was subsequently approved by the Common Council on January 4, 2022. Construction of the project never commenced and the applicant is now seeking approval to modify the 2021 approval as noted in the Letter of Intent and as reflected on the plans.

**Approval Standards:** The UDC is an **advisory body** to the Plan Commission 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."*

As noted above, the UDC is an **advisory body** to the Plan Commission on this request. Staff recommend that as an advisory body, the UDC should structure a motion as a recommendation to the Plan Commission with or without specific findings and conditions. For example, such a motion may look like the following:

*"The UDC finds that the development is consistent with the approval standards for Planned Developments, with the following conditions being met...and recommends that the Plan Commission approve the proposed development."*

## 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.

- **Building Design and Composition.** As noted in the applicant's Letter of Intent, the proposed changes in the unit composition and amenities are triggering changes to the overall outward appearance of the building, including as it relates to the materials, massing at the top of the building, balconies, windows and entries. As such, consideration should be given to the overall building design and composition as it relates to creating and maintaining four-sided architecture and applying the same level of ornamentation and detailing across all elevations, as well as it relates to maintaining a positive orientation to the street, including the design/detailing of building corners and entrances.

As indicated in the Letter of Intent, one of the proposed modifications is to reduce the amount of aluminum siding. This material and contrasting color created a more defined vertical rhythm in the building design/composition, especially along the longer north and south elevations. In addition, as reflected in the proposed elevations, the aluminum siding is used more as an accent material defining the building top component, but not consistently across all elevations. Consideration should also be given to the overall composition and application of materials in terms of defining building components; base, middle and top.

Staff request the UDC review and provide feedback on the building design and composition.

- **Architectural/HVAC Louvers.** Louvers are shown on the elevation drawings, but only on the north elevation. It has been the current practice to locate wall packs and their associated louvers so that they are not located on street-facing or on highly visible facades, although they have been approved in some situations when found to be well-integrated into the façade's design. Staff request the Commission's feedback related to the design and finish details of the proposed louvers.

Staff note that as part of the original approval conditions of approval, *"No HVAC 'wall-pack' penetrations/louvers are shown on the submitted plans. The addition of HVAC vents, grills, or louvers on outward-facing walls is not included in this approval and will require approval of an alteration to this PD should they be proposed at a later time."* If additional louvers, beyond those being shown, are necessary as part of this amendment and the proposed changes to the floor plan, the details and locations of all louvers will need to be shown when a formal application comes forward.

- **Landscape.** As indicated on the landscape plan, landscape is being shifted to accommodate the expanded amenities, including the pickle ball court and outdoor patio. Staff request the UDC's feedback on the proposed landscape plan, especially as it relates to screening/minimizing blank walls. Consideration should be given to the plant list in terms of providing year-round color, texture and screening, as well as size/scale at the time of planting.

Also, as shown on the landscape plan, there appear to be several new retaining walls, although limited information was provided related to the height and materials of the walls. Staff request the UDC's feedback on the proposed retaining walls.

- **Signage.** As shown on the elevation drawings, two projecting signs are shown, one on the east elevation above the first floor and one on the west elevation, above the third floor. Both signs are in areas where there are blank wall expanses. Absent signage, consideration should be given to the design and detailing

of these walls versus designing a blank wall to accommodate signage. In addition, there is one wall sign shown on the north elevation.

Staff note and the applicant is advised that while signage is shown on the elevation drawings, a separate review and approval is required for signage. Future considerations related to signage include sign size and maintaining proportionality with the building, mounting height relative to adjacent design elements/details (i.e., maintaining datum lines, centering signage in signable area) and visibility, appropriateness of the sign type (i.e., above canopy or ground sign versus projecting sign), and sign design being complementary to the building design.

**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 Setback 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