

AGENDA ITEM #40 – DOWNTOWN PLAN

Downtown Plan Proposed Amendments by Ald. Verveer & Mayor Soglin July 17, 2012

Mifflin

1) Planning Division Staff Memorandum to Mayor Soglin and Members of the Common Council (dated July 17, 2012) – page 2, paragraph 3 – add a new sentence 4:

However, the Mifflin area should not be considered as a campus expansion opportunity for the University.

2) Planning Division Staff Memorandum to Mayor Soglin and Members of the Common Council (dated July 17, 2012) – page 3, paragraph 2, sentence 4 – change to read:

Successful transformation of the Mifflin district into a truly engaging mixed-use neighborhood will depend heavily on the quality of design, and it is recommended that detailed planning for the future of this area include development of specific design standards addressing, at a minimum, setbacks and stepbacks.

West Washington

3) Planning Division Staff Memorandum to Mayor Soglin and Members of the Common Council (dated July 17, 2012) – page 5, paragraph 2, sentence 5 – change to read:

Buildings up to four stories in height are recommended along both sides of West Washington Avenue, with the potential for two additional stories if there is a noticeable stepback ~~stepped back~~.

4) Planning Division Staff Memorandum to Mayor Soglin and Members of the Common Council (dated July 17, 2012) – page 5, paragraph 3, sentence 2 – change to read:

Of particular importance to this character is the grand appearance created by the consistent building setbacks, wide terraces and large canopy trees, and these features should be maintained as public amenities ~~and not allow private use as redevelopment occurs.~~ Driveway openings along this frontage should be minimized and use of the terrace for vehicle pull-outs or other private activities should not be allowed.

5) Planning Division Staff Memorandum to Mayor Soglin and Members of the Common Council (dated July 17, 2012) – page 5, Recommendation 78 – change to read:

Recommendation 78: Establish a minimum two-story and maximum four-story building height on the West Washington Avenue frontage, with up to two additional stories allowed if there is a noticeable stepback ~~stepped back~~.

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Additional Building Height

6) Planning Division Staff Memorandum 6 to the Plan Commission (dated June 18, 2012) – page 10, row 1 – change to read:

Recommendation 44: Establish maximum building heights as shown on the Maximum Building Heights Map and incorporate them into the Zoning Ordinance to provide variety and reflect and enhance the varied topography of the Downtown. Maximum building heights may be exceeded through the planned development process. ~~In bonus areas, the conditional use process may be used to approve~~ Up to two additional stories may be allowed in areas designated in Appendix C if approved by the Common Council. The processes and standards for exceeding the heights designated on the Maximum Building Heights Map will be developed as part of the Downtown Zoning Districts.

7) The proposed change to Recommendation 44 will require that Appendix C, as proposed in Memorandum 6, be revised to remove specific references to the conditional use process.

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8) Planning Division Staff Memorandum 6 to the Plan Commission (dated June 18, 2012) – page 10, row 2 – add the following paragraph:

The ability to propose buildings taller than shown on the Maximum Building Heights Map should be used as a tool to encourage buildings of truly exceptional design that respond to the specific context of their location and accomplish specific objectives defined for the area. It is intended to provide additional design flexibility to address unique circumstances and to create an incentive for projects that go beyond what is otherwise required to help achieve other objectives of this plan.