



PREPARED FOR THE PLAN COMMISSION

**Project Address:** 1313 Regent Street (District 2 – Ald. Evers)

**Application Type:** Conditional Use

**Legistar File ID #** [61669](#)

**Prepared By:** Sydney Prusak, AICP, Planning Division

**Reviewed By:** Kevin Firchow, AICP, Principal Planner

---

On October 5, 2020 the Plan Commission found that Conditional Use Standard #9 was not yet met and voted to refer this request to the Urban Design Commission (UDC) for and advisory opinion.

The motion: On a motion by Cantrell, seconded by Hagenow, the Plan Commission found that Approval Standard #9 is not yet met and voted to refer this item to the Urban Design Commission for them to look at the congruity of the Regent Street façade and have the development team work with staff to come up with a concept that addresses that concern. The motion passed by voice vote/other.

At their November 4, 2020 meeting, the UDC reviewed revised plans from the applicant, which addressed the Plan Commission’s concerns. Notable changes included: 1) Redesign of the building exterior and massing, specifically the Regent Street façade; 2) Reconfiguration of the exterior window size and locations; and 3) Adjustments of materials colors and locations.

The UDC found that the revised plans addressed the points raised by the Plan Commission, with the building now more congruous with the base, and the window openings on the top three floors were designed in an industrial style that clearly relates to the first floor. They stated that use of masonry would be preferred, but understand that it is not structurally feasible. On a motion by DeChant, seconded by Harper, the UDC recommended approval. The motion passed by voice vote/other.

Given the design changes and recommendation for approval from the UDC, the Planning Division believes that Conditional Use Approval Standard #9 can be found met. Therefore, staff recommends that the Plan Commission find that the approval standards for conditional uses are met and recommends that the Plan Commission **approve** the conditional use requests to construct a three-story addition above and behind an existing one-story commercial building on a property zoned Traditional Shopping Street (TSS) District at 1313 Regent Street. Further, should the Plan Commission approve the conditional uses, the Commission should approve the Certified Map and forward the necessary resolutions approving the survey and accepting the dedications to the Common Council with a recommendation for approval. This request is subject to the input at the public hearing and the conditions recommended by the reviewing agencies, noted in the September 14, 2020 Plan Commission Staff Report and the October 5, 2020 Plan Commission Staff Report Addendum.