



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 511 South Ingersoll Street and 1103 Jenifer Street  
**Application Type:** Planned Development (PD) for Proposed Lot Division and Potential Structure Relocation/New Construction – Initial/Final Approval is Requested  
**Legistar File ID #** [67084](#)  
**Prepared By:** Kevin Firchow, Acting UDC Secretary

## Background Information

**Applicant | Contact:** Eric Welch; Spaight Street; Madison, WI.

**Project Description:** The applicant is seeking initial/final approval of a Planned Development (General Development Plan and Specific Implementation Plan) (PD-GDP-SIP) to facilitate the creation of three lots by Certified Survey Map (CSM). This includes the creation of one additional development site.

### Project Schedule:

- A certificate of appropriateness was issued by the Landmarks Commission on August 5, 2021 (Legistar #[66286](#)).
- The UDC received an informational presentation on September 1, 2021.
- The Plan Commission is scheduled to review the proposed to review these requests on January 10, 2022.
- The Common Council is scheduled to review these requests on January 18, 2022.

**Approval Standards:** The UDC is an **advisory body** on the rezoning of the property to the Planned Development (PD) Zoning District, subject to the approval standards of MGO §28.098. The UDC is required to review the General Development Plan and Specific Implementation Plans and make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of that Subchapter. The proposed CSM is not formally before the UDC for review.

## Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC review the Planned Development (PD) request and make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections [28.098](#)(1) and (2) and the other requirements of this Subchapter, as required by the Zoning Code.

### Summary of Design Considerations

The applicant is requesting approval of a request to rezone the subject property from TR-C4 (Traditional Residential–Consistent 4 District) to PD-GDP-SIP zoning to facilitate the division of the 0.3-acre parcel into three lots.

The subject parcel is currently developed with a two-story place of worship at 1103 Jenifer Street and a two-story single-family residence at 511 S Ingersoll Street, for which the related CSM proposes to create an individual lot. In addition, the CSM proposes a third lot fronting onto Jenifer Street to accommodate an additional residence to be located between the place of worship and northeasterly property line. As proposed, the three lots do not meet the bulk or area requirements in the existing TR-C4 district or any other conventional zoning district, so the PD

district is requested to provide the zoning framework to make division of the parcel and infill development possible. Without PD zoning, the CSM could not be recorded. As noted above, a certificate of appropriateness for the land division was issued by the Landmarks Commission on August 5, 2021 (Legistar #[66286](#)).

While the primary purpose of this request is facilitation of the land division, a future consideration is the ultimate development on Lot 3. Ordinarily, highly detailed development plans would accompany a request for PD zoning. However, specific plans for that property are not known at this time. The applicant previously contemplated relocating an existing residential building to the lot, but is also contemplating new construction as an alternative. However, staff understands that the applicant's primary intent at this time is to facilitate the land division. And as such, the UDC is not currently being asked to review detailed development plans.

As proposed, the following bulk/design information is included in the proposed materials. Other information can be found in the submitted Zoning Text:

- Maximum lot coverage 75%
- No predetermined usable open space requirement
- Maximum building height: 3 stories or as shown on approved plans
- Yard setbacks will be provided as shown on approved plans for Lot 1 and Lot 2
- Yard areas for Lot 3: Front yard setback: 15' | Side yard setback: 4' | Rear yard setback: 20'

Staff does not object to the creation of the lots, and notes that if the UDC concurs they have different options regarding detailed development on Lot 3. The Zoning Code only requires that the UDC provide a design-related recommendation. Staff note the following as among the procedural options that would allow for the approving of this zoning to allow the land division to proceed:

- **Recommend Approval.** Staff notes that the subject site and surrounding properties are located in the Third Lake Ridge Historic District, as governed by MGO Chapter 41, the Historic Preservation Ordinance. As such, any construction on or building relocation to Lot 3 of the CSM will require approval of a Certificate of Appropriateness by the Landmarks Commission prior to issuance of permits for either new construction or relocation. Landmarks Commission approval would also be required for any changes to the existing place of worship on Lot 1 and residence on Lot 2. The proposed Zoning Text anticipates Landmarks Commission approval will be required for any new construction, additions, or exterior alterations on the three proposed lots. Those standards are more specific than the broader PD approval standards. In this option, the future development would not be subject to further UDC review and UDC would be making a finding and recommendation that the Landmarks Commission review would suffice to meet the PD standards.
- **Recommend Approval – Subject to Staff/UDC Secretary Review.** The UDC could recommend that the Zoning Text be amended to add a condition that the Final PD plans are subject to design review that would require review by the UDC Secretary (with Option for Commission Referral) after approval by the Landmarks Commission.
- **Recommend Approval - Require UDC Final Approval.** The UDC could also recommend that the Zoning Text be amended to require "Final Approval" for Lot 3 development by the UDC. Such review should be based on the aforementioned PD standards and could occur after recording of the PD and Landmarks Commission review, but prior to the issuance of permits for Lot 3 development.

**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 stepbacks 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 stepbacks 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