



## Proposed Demolition & Conditional Use

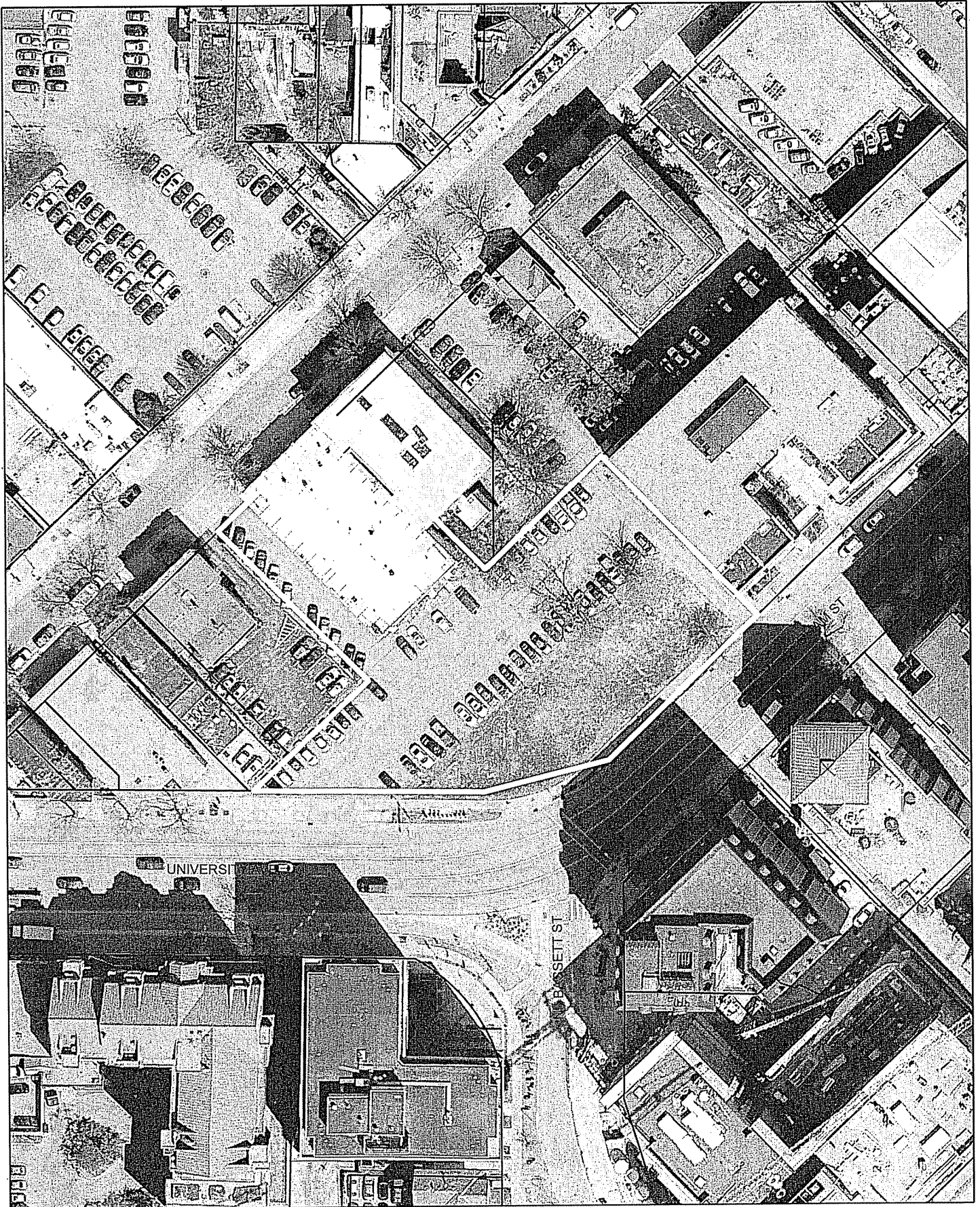
Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 02 June 2015



City of Madison

510 University Ave & 435 W Gilman St



Date of Aerial Photography : Spring 2013



## LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- x All Land Use Applications should be filed with the Zoning Administrator at the above address.
- x The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- x This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Amt. Paid <u>950</u>	Receipt No <u>001699 -</u>
Date Received <u>3/4/15</u>	<u>0001</u>
Received By <u>JLK</u>	
Parcel No. <u>0709-232-0116-8</u>	
Aldermanic District <u>4 - Michael Venear</u>	
Zoning District <u>Umx</u>	
Special Requirements	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 510 University Avenue

Project Title (if any): The Hub at Madison II

2. This is an application for (Check all that apply to your Land Use Application):

- ☐ Zoning Map Amendment from \_\_\_\_\_ to \_\_\_\_\_
- ☐ Major Amendment to Approved PD-GDP Zoning ☐ Major Amendment to Approved PD-SIP Zoning
- ☐ Review of Alteration to Planned Development (By Plan Commission)
- ☒ Conditional Use, or Major Alteration to an Approved Conditional Use
- ☒ Demolition Permit
- ☐ Other Requests: \_\_\_\_\_

3. Applicant, Agent & Property Owner Information:

Applicant Name: Marc Lifshin Company: Core Campus, LLC.

Street Address: 2234 West North Avenue City/State: Chicago, IL Zip: 60647

Telephone: (773) 227-2850 Fax: (773) 227-5350 Email: marc@corecamp.us

Project Contact Person: Brian Munson Company: Vandewalle & Associates

Street Address: 120 East Lakeside Street City/State: Madison, WI Zip: 53715

Telephone: (608) 255-3988 Fax: (608) 255-0814 Email: bmunson@vandewalle.com

Property Owner (if not applicant): Mullins Group

Street Address: 401 N. Carroll Street City/State: Madison, WI Zip: 53704

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Student oriented housing, retail and amenities

Development Schedule: Commencement 2015

Completion 2017

## 5. Required Submittal Information

All Land Use applications are required to include the following:

### ☒ Project Plans including:\*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/alterd buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

\* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

### ☒ Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

### ☒ Filing Fee: Refer to the Land Use Application Information & Fee Schedule. Make checks payable to: *City Treasurer*.

### ☒ Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

### ☒ Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

## 6. Applicant Declarations

### ☒ Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

Alder Verveer, State Langdon Neighborhood Association (12.1.2015)

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

### ☒ Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: DAT Date: 1.15.15 Zoning Staff: DAT Date: 1.15.15

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Marc Lifshin Relationship to Property: \_\_\_\_\_

Authorizing Signature of Property Owner Bradley L. Miller Date 3/3/15



## VANDEWALLE & ASSOCIATES INC.

To: Urban Design Commission  
From: Brian Munson  
CC: Marc Lifshin, Core Campus  
Jeff Zelisko, Antunovich Architects  
Date: May 12, 2015  
Re: Hub at Madison II

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The Design Team for the Hub at Madison II has been working diligently with City Staff and Commissions on the refinement and enhancement of the project over the course of the last few months. The enclosed packet contains analysis of the conditional use standards and downtown guideline standards along with revised plans and perspectives for discussion at the May 20, 2015 UDC.

We look forward to discussing the concept further with the Commission and working towards an exciting new infill development.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax  
342 North Water Street • Milwaukee, Wisconsin 53202 • 414.421.2001 • 414.732.2035 Fax  
[www.vandewalle.com](http://www.vandewalle.com)

Shaping places. shaping change

# Hub at Madison II

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## Existing Plan Summary

### Downtown Plan: State Street District

The downtown plan identifies this site as part of the State Street district and specifically refers to "Opportunities for larger-scale retail developments are also provided just off State Street near University and Gorham Street, as reflected in the Maximum Building Heights Map. (page 45 Downtown Plan)". The Maximum Building Heights Map of the Downtown Plan (page 37) and the Zoning Code Downtown Height Map (section 29.071(2)(a)) identifies this section of the block between Gilman and Gorham/University for a maximum of 12 stories.

### Existing Zoning: Urban Mixed Use

Maximum Building Heights Map:	12 Stories
Stepback Requirement:	15' above 4th floor

## Conditional Use Request

Per the Downtown Core Zoning District, buildings in excess of 20,000 square feet shall obtain conditional use approval and shall be reviewed against the Downtown Urban Design Guidelines.

The project is also requesting the following modifications per the conditional use request:

- 1.) Reduce the number of off-street loading stalls required for the building to one stall.
- 2.) Modify bike parking stalls to allow 200 in-unit bike parking stalls to count towards 100 within the parking structure.

## Conditional Use Standards:

*1. The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*

The building is consistent with the height, stepback, and planned uses for this site as outlined in Section 28.076 Urban Mixed Use (UMX) District.

*2. The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*

The site is currently fully served by municipal services

*3. The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*

The proposed uses are complimentary to the adjoining uses and the overall neighborhood. The downtown plan identifies this site as part of the State Street district and specifically refers to "Opportunities for larger-scale retail developments are also provided just off State Street near University and Gorham Street, as reflected in the Maximum Building Heights Map. (page 45 Downtown Plan)". The Maximum Building Heights Map of the Downtown Plan (page 37) and the Zoning Code Downtown Height Map (section 29.071(2)(a)) identifies this section of the block between Gilman and Gorham/University for a maximum of 12 stories.



The downtown design guidelines Massing Section (page 11, section 1 a) states:

1) The proportions and relationships of the various architectural components of the building should consider the scale of other buildings in the vicinity. In areas where the Downtown Plan recommends significantly taller or larger buildings than currently exist, this guideline should consider the evolving context.

*4. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*

The proposed conditional use will not impede any adjoining properties from developing.

*5. Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit and other necessary site improvements have been or are being provided.*

This parcel is well served by the full spectrum of transportation options including the preservation of the existing metro stop located next to the proposed lobby as well as accommodating the potential Bus Rapid Transit System and B-Cycle station. The building is designed to include on-site parking for bikes, mopeds, and cars in support of the proposed use.

*6. Measures, which may include transportation demand management (TDM) and participation in a transportation management association have been or will be taken to provide adequate ingress and egress, including all off-site improvements, so designed as to minimize traffic congestion and to ensure public safety and adequate traffic flow, both on-site and on the public streets.*

The project is being design to foster use of the rich transportation network and walk able location. Automobile parking is being designed to the minimum market demand level to encourage residents to use alternative methods.

*7. The conditional use conforms to all applicable regulations of the district in which it is located.*

The proposed use is consistent with the Urban Mixed Use (UMX).

*8. When applying the above standards to an application by a community living arrangement, the Plan Commission shall: a. Bear in mind the City general intent to accommodate community living arrangements. b. Exercise care to avoid an over-concentration of community living arrangements, which could created an institutional setting and seriously strain the existing social structure of a community. Considerations relevant for this determination are the distance between the proposed facility and other such facilities, the capacity of the proposed facility and the by which the facility will increase the population of the community, the total capacity of all community living arrangements in the community, the impact on the community of other community living arrangements, the success or failure of integration into communities of other such facilities operated by the individual or group seeking approval, and the ability of the community to meet the special needs, if any, of the applicant facility.*

Not Applicable

*9. When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission: a. Shall bear in mind the statement of purpose for the zoning district, and b. May require the applicant to submit plans to the Urban Design Commission for comment and recommendation.*

The proposed use is consistent with the Urban Mixed Use (UMX) which calls for "high-density residential and office uses in combination with limited retail and services uses designed to serve the immediate surroundings".

10. When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to, the availability and accessibility of alternative parking; impact on adjacent residential neighborhoods; existing or potential shared parking arrangements; number of residential parking permits issued for the area; proximity to transit routes and/or bicycle paths and provision of bicycle racks; the proportion of the total parking required that is represented by the requested reduction; the proportion of the total parking required that is decreased by Sec. 28.141. The characteristics of the use, including hours of operation and peak parking demand times design and maintenance of off-street parking that will be provided; and whether the proposed use is new or a small addition to an existing use.

Not Applicable

11. When applying the above standards to telecommunication facilities, the Plan Commission shall consider the review of the application by a professional engineer required by Sec. 28.143. 12. When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.

Not applicable.

13. When applying the above standards to lakefront development under Sec. 28.138, the Plan Commission shall consider the height and bulk of principal buildings on the five (5) developed lots or three hundred (300) feet on either side of the lot with the proposed development.

Not applicable.

14. When applying the above standards to an application for height in excess of that allowed by Section 28.071(2)(a) Downtown Height Map for a development located within the Additional Height Areas identified in 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: a. 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. b. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories. c. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them. 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.

The proposed application does not exceed the standards in the Downtown Height Map.

15. When applying the above standards to an application to redevelop a site that was occupied on January 1, 2013 by a building taller than the maximum building height allowed by Section 28.071(2)(a) Downtown Height Map, as provided by Section 28.071(2)(a)1., no application for excess height shall be granted by the Plan Commission unless it finds that all the following additional conditions are also present: a. The new building is entirely located on the same parcel as the building being replaced. b. The new building is not taller in stories or in feet than the building being replaced. c. The new building is not larger in total volume than the building being replaced. d. The new building is consistent with the design standards in Section 28.071(3) and meets all of the dimensional standards of the zoning district other than height. e. The Urban Design Commission shall review the proposed development and make a recommendation to the Plan Commission.

Not applicable.



# Downtown Design Guidelines

## A. Site Design + Building Placement

### 1) Orientation

*Buildings create and spatially define the public space (streets and sidewalks), and how a building faces this public way is a primary factor in what it contributes to the urban character of an area by reinforcing a consistent street wall and enhancing the pedestrian realm.*

- a. **Any building façade adjacent to a street should address the street and reinforce the density of the urban block form created by the boundaries of the property line and adjacent built forms built to the property line of the street.**

The proposed building design reinforces both University/Gorham Avenue and Gilman Street through building placement adjacent to the sidewalks with retail and residential uses at the first floor. The University/Gorham frontage includes retail storefronts lobby and leasing office uses and is designed to create a consistent minimum 15' sidewalk/terrace area by setting the first floor back from the property line along Gorham. The Gilman Street facade integrates residential/flex space at the street level with individual entrances and a courtyard separation.

- b. **Buildings should be sited so that portions of the building designed for service uses, such as loading docks and dumpster enclosures, are not part of the street façade. When a lot configuration requires such activities from a street, these components should be architecturally integrated into the design of the façade.**

The service area will be access off of the Gilman Street façade, per Traffic Engineering and Engineering department requirements. This service area is setback 5' from the right of way and is architecturally integrated into the design of the façade, and is fully enclosed within the building envelope.

- c. **The street level of a building should be designed with active uses and architecture that engages the street/sidewalk in a contextually appropriate manner, and integrates the building architecture and the landscape architecture.**

Retail and residential uses have direct access and integration with the adjoining streetscapes. The residential uses along Gilman will be setback 5' per the zoning code requirement. This setback is achieved by utilizing the existing facade's existing openings to create an inset courtyard separation with a covered arcade between the residential units and the sidewalk.

The building architecture reinforces the streetscapes with highly transparent and engaging materials along the entire streetscape frontages of the building.

- d. **Buildings should be oriented to preserve and enhance the views identified on the Views and Vistas Map in the Downtown Plan.**

No prominent views and vistas are impacted by the project which is conforming with the overall height regulations for this site.

- e. **Buildings at the intersection of streets should have a strong corner presence.**

The building creates a strong presence at the curve of Gorham Street and University Avenue with well articulated architecture, height variation within the stepback area, and street level retail and lobby entrances.

## 2) Access + Site Circulation

*How people, bicycles, and motor vehicles access a site and circulate within it and around it can be a critical determinant in how it relates to its context. A primary goal is to maximize uninterrupted pedestrian access within a given block to enhance and maintain all areas of the Downtown as pedestrian friendly. Another goal is to minimize the visual presence of motor vehicle circulation, parking, and service functions, including minimizing the visual impact of parking structures and parking lots on the streetscape.*

The pedestrian experience along each street is maintained and enhanced through first floor retail/residential uses and minimized vehicular and service entrances.

**Pedestrian/Bicycle Entrances:** The primary building entrances are along University/Gorham Avenue through either the furnished and unfurnished unit lobbies.

**Vehicles:** The vehicular entrance is placed along Gorham Avenue.

**Service:** The loading docks are located along Gilman Street and will be fully enclosed.

- a. **Parking facilities beneath a building should not be considered a valid reason to establish an occupiable first floor more than three (3) feet above the grade of the sidewalk along any adjacent street, nor to include long segments of blank wall on any side of a building.**

Retail and residential entrances are programmed to be at sidewalk grade on all three streets.

- b. **Driveways should be oriented 90 degrees to the street, and shared driveways are encouraged. Designs should provide clear vision of pedestrians on sidewalks crossing any driveway.**

The parking lot access points (Gorham Street and Gilman Street) are 90 degrees to the street and will be designed to maintain site triangles/visual access with the sidewalk.

- c. **Porte-cochere type entries, drop offs, or circular drives should not be parallel to the street or within the right-of-way, nor should they be oriented to require more than one curb cut. Queuing space for motor vehicles should not impede pedestrian movement along any public sidewalk nor be designed in such a manner that it unnecessarily widens the driveway.**

Not included in design.

## 3) Usable Open Space + Residential Development

*Residents living in this densely developed portion of the city enjoy a variety of conveniently located urban amenities and may not require the amount of on-site usable open space as other parts of the community. However, the provision of quality on-site useable open space is necessary to create a quality living environment.*

- a. **Project designs should provide attractive, safe and creatively designed yards, courtyards, plazas, sitting areas or other similar open spaces for building residents.**

The building will feature unique amenity spaces on the second floor; as well as, terraces and rooftop open space at the 11th floor along Gilman and 12th floor along University/Gorham. These features will be available to all residents of the building.

Private balconies are also supplied for a portion of the units.

- b. **All residents should have access to some form of open space, whether it is private (such as patios or balconies) or common open space (such as yards or roof decks). A suggested minimum size for a balcony is 4.5 feet by 8 feet.**

See a. above.

- c. **At some locations, side and rear yards sufficient to provide usable open space may be limited, and outdoor open space may not represent the most beneficial use of a limited site when the overall density of development is relatively high. Common recreational facilities and social activity spaces in the development may be considered toward meeting some of the need for usable open space.**

**“Permeable” first floor spaces that provide an opportunity for indoor activities to extend to outdoor spaces are encouraged.**

See a. above.

#### **4) Landscaping**

*How a site is landscaped-- particularly in a dense urban environment-- can “soften” hard edges, make a site more inviting, and bring color and interest to a development. Well landscaped sites also create informal gathering spaces and enhance the adjoining public improvements.*

The site is proposed for an urban setting with urban streetscape elements abutting the site. The building will be setback along Gorham Street to accommodate a wider sidewalk. The first floor Gilman Street residential units will have a landscape separation from the sidewalk, per the zoning code requirement. The building will also feature a landscaped rooftop open space and some green roof elements.

- a. **The design emphasis should be on creating an “urban” landscape, incorporating site amenities such as linear planting beds or seat walls, street furniture, public art, lighting, and landscape materials. These features should be architecturally compatible with the styles, materials and colors of the principal building on the lot and those in the immediate area.**

The project is designed to maintain the adjoining streetscape landscape with limited impacts on the adjoining streetscape. The buildings is setback along a portion of the University Avenue/Gorham Street frontage to create a consistent useable sidewalk of 15' in width along the project. Benches near the existing Metro stop on Gorham will be incorporated into the streetscape, per City Staff request.

- b. **Context appropriate landscaping should be provided along the front façade. Appropriate landscaping will depend on factors such as the setbacks, shape, size, and orientation of the building.**

Met

- c. **Plant species should be selected based on their compatibility with an urban environment. Planting environments should be designed to provide plants the greatest potential to grow to maturity in a healthy state, such as use of planting beds, structural soils to promote root growth, and considering salt tolerance. Ease of maintenance should also be considered.**

Met

- d. **Public art should be encouraged where it is an integral part of the design approach to these spaces.**

Not applicable

- e. **Outdoor seating areas and cafes on private property are encouraged provided they do not interfere with pedestrian flow and circulation along the sidewalk and from public ways to building entries or amenities, such as bicycle racks and benches.**

Request for potential outdoor seating areas and cafes may be placed in the public right of way and will be bound by City policy as to placement and seating capacity.

- f. **Canopy trees should be encouraged and planted to imply human-scale spaces and mitigate the urban heat island effect. Where canopy trees are used, site design should provide sufficiently sized tree pits or planting beds and appropriate planting medium to provide for healthy tree growth.**

The adjoining streetscapes will be re-built as urban cross sections along University Avenue and will be maintained along Gilman Street, per the proposed landscape plans.

## 5) Lighting

*Appropriate site and building lighting can create interest and a safe and welcoming environment. Lighting can also reinforce architectural elements such as entries, structural bays, or shop windows. Excessively lighting a site or building can create glare and greatly detract from the ambiance of a street, while insufficiently lighting a site can result in dark spots and raise safety issues.*

- a. **Exterior lighting to accentuate the building architecture and landscaping should not be excessive in either amount or intensity.**

Will be detailed as part of a separate Signage and Lighting Submittal

- b. **Building entrances and entryways and other walkways should be lit sufficiently to create inviting and safe building access.**

Will be detailed as part of a separate Signage and Lighting Submittal

- c. **Building-mounted fixtures should be compatible with the building facades.**

Will be detailed as part of a separate Signage and Lighting Submittal

- d. **Full cut-off fixtures should be used. Lighting should not spill into the sky, encroach on neighboring properties, nor cause excessive glare.**

Will be detailed as part of a separate Signage and Lighting Submittal

- e. **The lighting on the top of a building should not compete with the view of the Capitol dome in views of the skyline.**

Will be detailed as part of a separate Signage and Lighting Submittal

## B. Architecture

### 1) Massing

*Building massing is an important determinant in the quality of the urban environment and in how “welcoming” a street is perceived. Important aspects to this specifically related to massing include the preservation of natural light, sunlight and ventilation to the street, as well as preventing the feeling that large buildings are looming over the street and creating a canyon effect. The mass of a building can also enhance the pedestrian experience by creating more human-scaled development.*

The overall building design creates a modern take on a traditional loft building along University Avenue with two distinct buildings along Gilman Street and is designed to create a well designed and proportional building composition.

Shadow studies have been included in the application.

- a. **The proportions and relationships of the various architectural components of the building should consider the scale of other buildings in the vicinity. In areas where the Downtown Plan recommends significantly taller or larger buildings than currently exist, this guideline should consider the evolving context.**

The massing of the building is consistent with the development potential of the surrounding sites, per Downtown Plan and Zoning Code height recommendations (up to 12 stories with a 15' stepback at the fourth floor). The 12 story designation covers the from the parking lot next to the adjoining building to the northeast of the site to the University/Gilman/Frances intersection on both sides of the street. Eight stories in height is projected from the parking lot next to the adjoining building to the northeast to the State Street 4/6 story stepback zone. Several buildings (including the landmarked Grimm Book Bindery) would reasonably be expected to be preserved, but a majority of the neighboring parcels could be redeveloped over time to the projected height map. Both Gilman and University Avenue contain the stepback requirement at 4 floors.

- b. **Larger buildings should solve any problems that their scale may create to ensure a pedestrian-friendly quality. Articulation of buildings in both plan and profile may help break up the mass of large buildings. Stepping back the upper floors from lower floors may be appropriate to minimize overall scale and minimize shadow effects.**

The University Avenue frontage is consistent with the existing 12 story buildings along University Avenue. The buildings Gilman Street facade has been further refined, based on City Staff Comments, to create the multiple stepbacks and varied heights to create the impression of two buildings; one which draws inspiration from the existing building and a second distinct more modern building. The resulting building forms compliment the rhythm of the existing streetscape through the use of varied height and two distinct vertical elements.

#### Smart Motors Facade Section

This Gilman Street facade draws inspiration from the existing facade which will be preserved and integrated into the building. The building steps back 15' above the existing facade, 5' above the 7th floor, and an additional 24' at the 12th floor. This section of the facade is 65'9" wide.

#### Modern Facade Section

The Modern facade section on Gilman Street creates the impression of a narrow vertical building that is distinct and separate from the Smart Motors section. This 32'11" wide facade is recessed 5' from the sidewalk on the first floor, cantilevers forward to the lot line for floors two-four, steps back 20' for floors five through 11, and an additional 24' at the 12th floor.

- c. **The mass of a building should not negatively impact views identified on the Views and Vistas Map in the Downtown Plan. Applicants may need to prepare viewshed studies for others to fully understand potential impacts.**

No prominent views and vistas are impacted by the project which is conforming with the overall height regulations for this site.

- d. **Shadow studies may need to be prepared by the applicant for buildings that adjoin public open spaces, or streets and sidewalks with particularly heavy pedestrian volumes, to demonstrate that these important public spaces are not negatively impacted by excessive amounts and/or durations of shadows.**

Shadow studies have been included in the packet.

## 2) Building Components

*Most buildings are experienced from a variety of perspectives, which change as a person moves about the city. Correspondingly, how the top, middle, and base of a building are designed also influences these interactions, and all must work within a complete architectural form. The Downtown Plan places an emphasis on creating an interesting skyline that reflects the underlying topography, and the design of the top of a building influences the skyline. Likewise, the Plan places an emphasis on making great public spaces, streets, and engaging pedestrian environments, and the design of a building's lowest four floors define the public realm and are the primary contributor to a pedestrian's perception of a street.*

The building design creates a strong and unique pedestrian experience along the adjoining streets with retail facades along University Avenue/Gorham Street and the preserved facade along Gilman Street. This design aesthetic is carried throughout the building to include a strong urban roof form and integrated mechanical screening.

- a. **The lower levels of street facing facades should generally incorporate a higher level of visual interest and richer architectural detailing. One way to achieve this is to locate active use areas on lower level street side spaces within a building, which could be reflected in the exterior architecture of the corresponding facades.**

Met

- b. A positive visual termination at the top of the building should be an integral part of the design from both the distant view and the pedestrian perspective. A positive visual termination could include projections or relief from the building façade or visual interest in the building form as it meets the sky.  
Met
- c. Roof forms should be used to integrate rooftop equipment, telecommunications equipment, and other devices so as to express/conceal them as architectural elements. Large mechanical penthouses and elevator overrides should be fully integrated into the building architecture and be appropriately-scaled to serve as architectural features and avoid the appearance of being "plopped" on top.  
Met

### 3) Visual Interest

*As emphasized in the Downtown Plan, it is especially important to create a comfortably-scaled and thoughtfully detailed urban environment through the use of well-designed architectural forms and details. Well-designed buildings add visual interest and variety to the massing of a building, help define the public space, engage the street, create an interesting pedestrian environment, and help break up long, monotonous facades. Articulation also is a primary means of providing a human scale through change in plane, contrast and intricacy in form, color, and materials.*

The building is designed to fit into the surrounding context with "four sided" architecture and a strong overall design composition.

- a. Buildings should have an overall design composition with a secondary and tertiary composition within it. All sides should have a similar design composition and quality of materials that make a positive contribution to the built urban environment.

The building design has been refined to create three separate building masses with similar design compositions. Each approach utilizes high quality durable materials in the creation of the massing and elevations.

- b. Franchise corporate/trademark building designs should be altered to fit the desired character of the district.

To be determined based on future tenant needs.

- c. The design of buildings fronting on State Street should reflect the historic pattern and rhythm of storefront bays on the lower level. If the interior space is wider, each bay should be articulated and have the ability to create its own entrance. A combination of good physical features and varied activities should result in a livelier street.

Not applicable

- d. Balconies should not extend over the public right-of-way.

Met

### 4) Door and Window Openings

*As emphasized in the Downtown Plan, it is especially important to create a comfortably-scaled and thoughtfully detailed streetscape and how the openings in building walls (windows, doors, etc.) are incorporated have an influence on the perception of a building's mass and how it is experienced by pedestrians.*

- a. The size and rhythm of windows and doors in a building should respect those established by existing buildings in the area where a clear pattern exists, and the residential and/or mixed-use nature of the building.

The Gilman Facade has integrated the existing building and proportions into the design of the upper floors, reflecting the existing pattern and nature of the building.

- b. Existing traditional buildings should not have window openings with different sash configurations, smaller windows, or materials inappropriate to the original design. Transom windows should remain transparent/translucent.

Not applicable

- c. Entrances, including doors, should be sized and articulated in proportion to the scale of the building and should be architecturally compatible with the style, materials, and details of the building as a whole. Entrance definition and articulation may be achieved through use of architectural elements such as: lintels, pediments, pilasters, columns, porticoes, porches, overhangs, railings, balustrades, and others, where appropriate.

Met

## 5) Building Materials

*The Downtown Core and Urban Mixed Use Districts are generally the most dense and heavily used areas of the city, and buildings in these districts are exposed to a high level of use. An integrated palette of high quality, durable building materials can enrich the pedestrian environment through the use of scale, color, texture, and architectural details.*

- a. A variety of complementary exterior building materials may be incorporated to provide visual interest to the building. The palette of materials should not be overly complex.

Met

- b. All sides of a structure should exhibit design continuity and be finished with high quality materials. Materials should be those typically found in urban settings.

Met

- c. If material changes are proposed, they should generally occur at inside corners or be delineated by a specific transitional detail such as a pronounced belt course or substantial reveal.

Met

## 6) Terminal Views and Highly-Visible Corners

*The design of buildings occupying sites located at the end of a street, on a highly-visible corner, or in other prominent view sheds can serve as a focal point and the design of such structures should reflect the prominence of the site. Particular attention should be paid to views from these perspectives.*

- a. Corner buildings should define the street intersection with distinctive architectural features such as tower elements, rounded walls, recessed entries or other design features.

The building design reinforces the curved nature of this highly visible corner of University/Gorham Street and creates a new end-cap to the Bassett Street terminus.

- b. Buildings located at visual focal points should demonstrate a higher degree of architectural strength to emphasize their location.

Met

- c. New buildings on flatiron corners, as identified in the Downtown Plan, should include a design approach that reflects the acute angles of the site.

Not applicable.



## 7) Awnings and Canopies

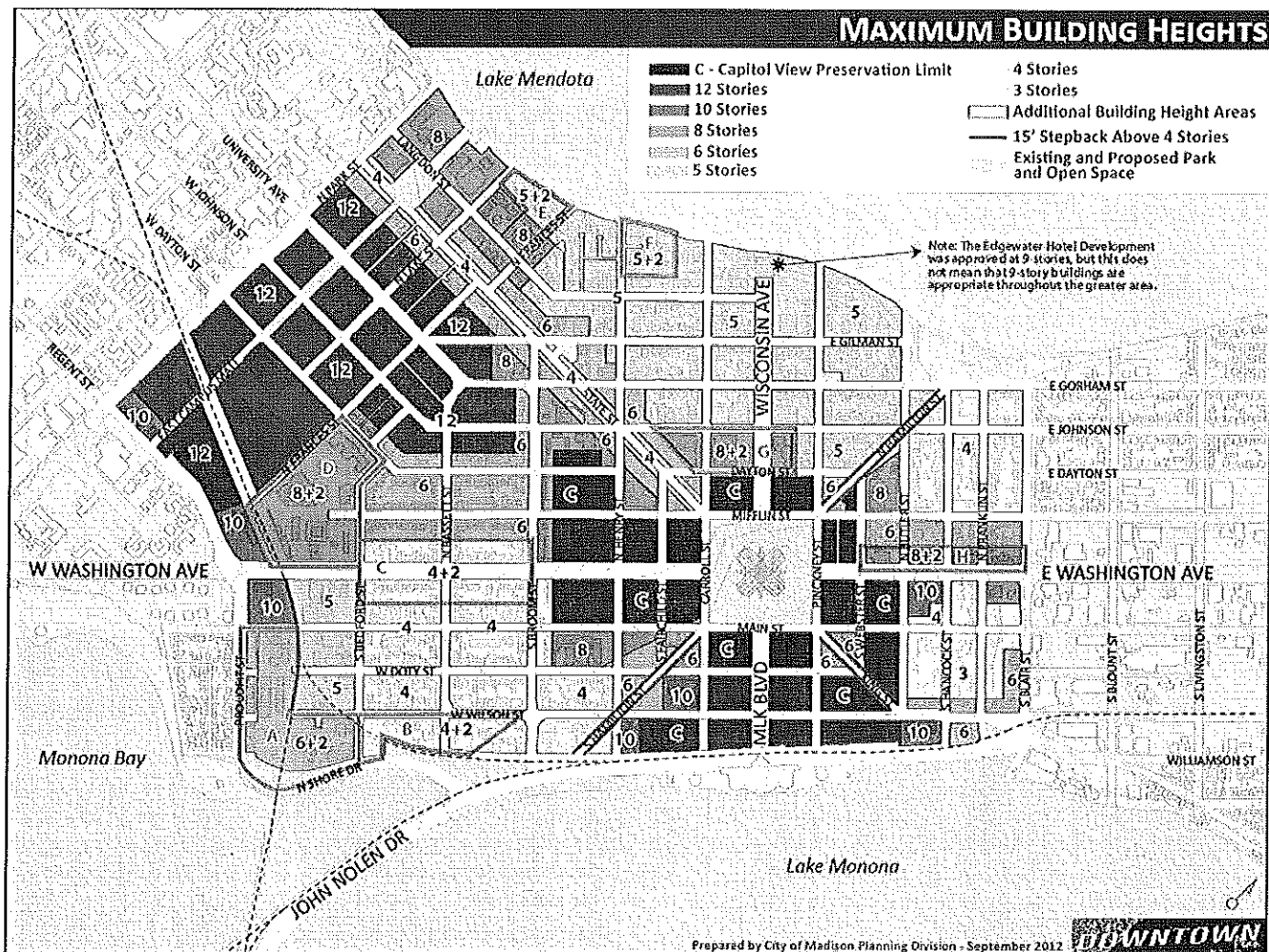
*Awnings can add color and texture to a streetscape, provide shelter for pedestrians and protect storefront displays from sun exposure.*

- a. Awnings should not be internally illuminated so that they glow and become beacons that attract attention to the establishment.  
Met
- b. Awnings and canopies should be compatible with building design in terms of the rhythm and design of the storefront bays, material, details, massing, and form.  
Met
- c. Awnings and canopies should not cover up architectural details.  
Met

## 8) Signage

*Signage is for the purpose of identifying a business in an attractive and functional manner rather than to serve as general advertising for a business. Well conceived signage can contribute positively to the character of a street or district. Too many signs and too much information on one sign can overwhelm a viewer and make a sign less effective, and too much signage on a building, block, or street can easily result in visual clutter. The guidelines below are in addition to the requirements of the Madison Sign Code.*

- a. Signage should be integrated with and be compatible with the architectural scheme of a building.  
Will be detailed as part of a separate Signage and Lighting Submittal
- b. Messages should be simple-- only including the name, address, function (i.e. restaurant), and logo of the establishment.  
Will be detailed as part of a separate Signage and Lighting Submittal



for the purposes of this plan, height is measured from the highest point along a building setback line paralleling any street adjacent to the site, so on the downhill side building facades could be taller than shown on the Maximum Building Heights Map.

Rooftops can provide valuable open spaces, such as gardens or patios, in dense urban environments. This *Downtown Plan* encourages the development of such amenities for use by residents. A provision should be considered in the Zoning Code that would not consider accessible roofs and limited structures for access as a story for structures below the Capitol View Preservation height limit. There should be no changes to the Capitol View Preservation Ordinance.

During the planning process, several areas were identified with special characteristics that make it reasonable to allow the potential to consider buildings slightly taller than the recommended base height under certain circumstances. These tend to be transition areas located between areas with different development character, recommended building height and scale; or which include existing older structures whose long-term preservation should be encouraged, but may be threatened by the potential for high-density redevelopment. To recognize and accommodate these situations, the Maximum Building Heights Map in this *Downtown Plan* defines eight areas where buildings may be allowed up to two additional stories if they meet specific criteria that reflect the

unique context of the site and its surroundings, and help to advance the planning recommendations for that area. Further explanation on the additional building height areas and the criteria for considering them can be found in Appendix C.

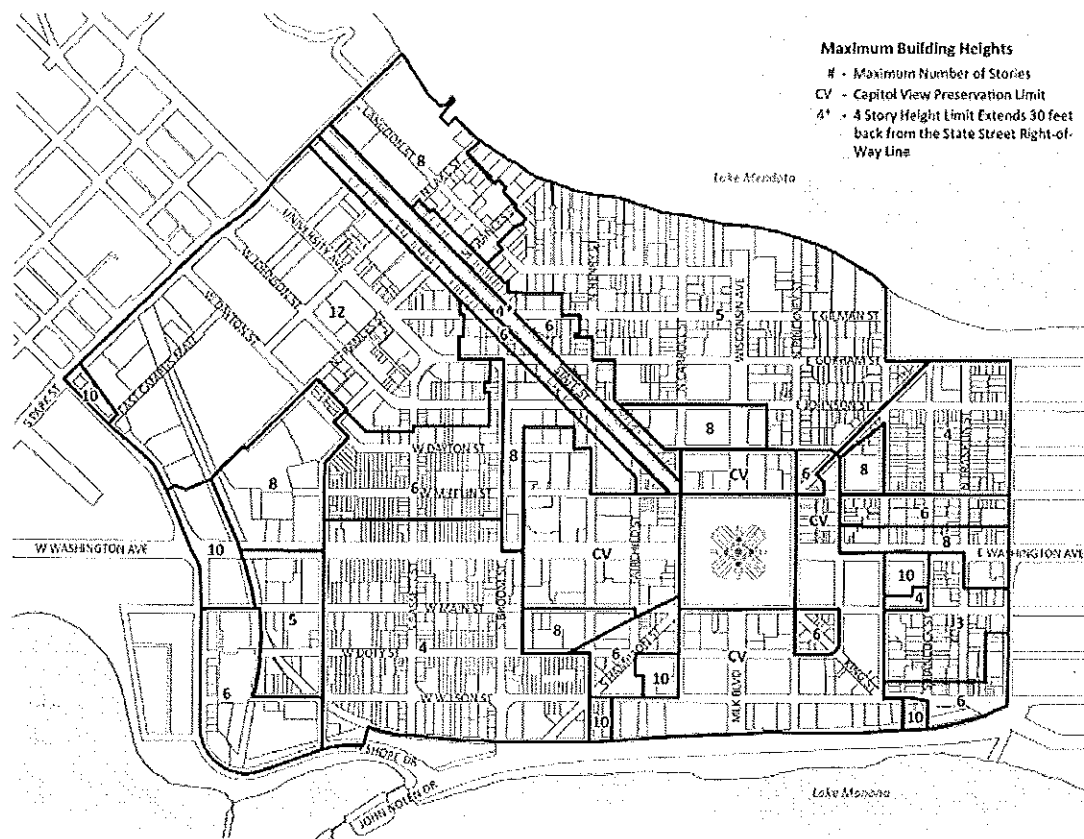
## Building Setbacks and Stepbacks

The *Urban Design Guidelines for Downtown Madison* applicable to the current C4 zoning district already establish upper story building setbacks along State Street (as do the applicable requirements in Downtown Design Zone 1) and on the triangle blocks at the corners of Capitol Square. It is recommended that setback and stepback standards be established for selected additional

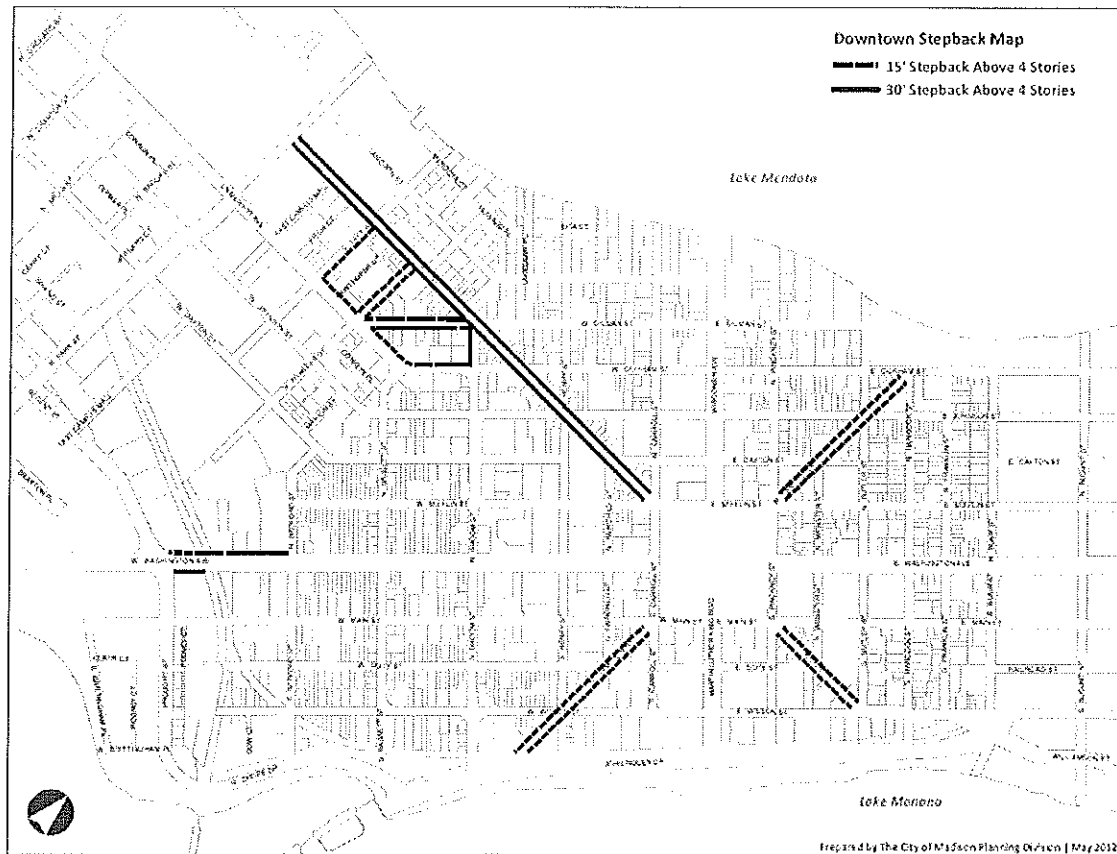
Sec. 28.071(2)(a)

## ZONING CODE

(a) Downtown Height Map.



1. Existing buildings as of January 1, 2013 that are taller than the maximum building heights allowed by Section 28.071(2)(a) Downtown Height Map may be redeveloped at the same height, volume and mass provided the new building is approved under the requirements of Section 28.183 Conditional Uses.
2. Existing zero-lot line buildings as of January 1, 2013 as depicted on the Parcel Analysis Map in the City of Madison Downtown Plan may be redeveloped at up to a maximum of five (5) stories, plus an additional story if stepped back on all sides if approved under the requirements of Section 28.098 Planned Development District.

(c) Downtown Stepback Map.(3) Design Standards.

The following standards are applicable to all new buildings and additions, within any ten- (10) year period, exceeding fifty percent (50%) of existing building's floor area for non-residential buildings, mixed-use buildings, lodging houses, and residential buildings with 8 or more dwelling units.

(a) Parking.

1. Parking shall be located in parking structures, underground, or in surface parking lots behind principal buildings. Parking structures shall be designed with liner buildings or with ground floor office or retail uses along all street-facing facades.
2. For corner lots or through lots, rear yard surface parking areas abutting any street frontage are limited to fifty percent (50%) of that frontage, and shall be located a minimum of ten (10) feet from the street property line.
3. Parking garage openings visible from the sidewalk shall have a clear maximum height of sixteen (16) feet and a maximum width of twenty-two (22) feet. Garage doors or gates shall be located a minimum of ten (10) feet from the front property line. Doors to freight loading bays are exempt from this requirement.
4. No doors or building openings providing motor vehicle access to structured parking or loading facilities shall face State Street, King Street, or the Capitol Square.