



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 200 Wisconsin Avenue

**Application Type:** Planned Development (PD), Mixed-Use Commercial and Residential Building Informational Presentation

**Legistar File ID #:** [72299](#)

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

## Background Information

**Applicant | Contact:** Kirk Biodrowski, Potter Lawson, Inc. | Mike Slavish, Wisconsin Housing Preservation Corp.

**Project Description:** The applicant is providing an Informational Presentation for the development of a 12-story mixed-use building containing 218 units of income-restricted workforce housing.

**Project History:** In October, 2018, UDC granted Final Approval for the redevelopment of the MATC Building into a hotel that included the repurposing of the existing MATC building and a new 8-story addition. Please refer to Legistar # [51390](#) for additional information.

**Approval Standards:** While the project site is zoned currently zoned Urban Mixed Use (UMX), as noted in the application materials, the applicant will be seeking rezoning from UMX to Planned Development. As such, the UDC is an advisory body on this request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval.

**Adopted Plans:** The project site is also located within the Downtown Plan (the "Plan") planning area, within the Downtown Core. The development proposal is subject to the recommendations found in the Plan relative to development intensity, land use and design, as well as the [Downtown Urban Design Guidelines](#).

Generally, the Plan provides recommendations for development intensity recognizing that the highest intensity of development should be located in this area, maximum building heights, and encouraging a diverse mix of land uses to ensure the vitality of the Downtown Core.

The Plan recommends building heights of eight stories with the potential for two additional stories. Ultimately, the Plan recognizes the project site as being in an area of transition between the Downtown Core, with the tallest allowed buildings in the planning area, and the Mansion Hill Historic District, with a 5-story height limit. The Plan generally notes that tall buildings that currently exist may be appropriate.

The proposed 12-story building is **not** consistent with the Plan recommendation for maximum building height.

## Summary of Design Considerations

Staff recommends that the UDC provides feedback on the development proposal regarding the aforementioned standards related to the items noted below.

- **Plan Consistency.** As proposed, the building at 12 stories is inconsistent with the maximum permitted height noted in the Downtown Plan, which is ten (eight, plus two). With that, as shown on the building section views, the overall height (measured in feet) appears to be consistent with that of a 10-story

commercial building. Staff requests the Commission's feedback on the overall building height relative to the PD review and approval standards, as well as the Downtown Plan and surrounding context and larger overall cityscape. Consideration should be given to potential design considerations that could result in an enhanced building design, including but not limited to refinements to massing and articulation (horizontal and vertical elements), materials transitions and palette, appropriately scaled openings and voids, as well as floor plan adjustments.

- **Setbacks.** As noted in the application materials, the applicant is proposing to maintain the existing building line along E Johnson Street, as well as the streetscape along Wisconsin Avenue. Staff requests the UDC provide feedback on the proposed setbacks.
  
- **Building Components.** The Downtown Urban Design Guidelines include guidelines that speak to the overall composition of a building recognizing that the base, middle and top all work within a complete architectural form. With that, consideration should be given to the proposed building components as they relate to and are integrated with each other, including how they are viewed from multiple vantage points, as well as their impact on the overall cityscape. As shown on the south building perspective, the proposed middle and top components of the proposed building appear to be similar in mass and scale; and in some perspectives, the top overhangs the middle. Staff requests UDC's feedback on the overall building composition as it relates to the Downtown Urban Design Guidelines, including but not limited to:
  - Creating distinct base, middle and top components, as well as the integration of the building's components into a cohesive building form,
  - Utilizing appropriately scaled openings,
  - Incorporating articulation to breakdown mass and scale,
  - Incorporating a higher level of visual interest and richer architectural detailing on street facing elevations and lower level,
  - Creating positive termination at the top of the building, and
  - Utilizing roof forms to integrate rooftop mechanical equipment.
  
- **Building Materials.** As noted in the application materials, the building material palette is comprised of masonry and metal materials and details in various forms. As noted in the Downtown Design Guidelines, an integrated palette of high quality materials can enrich the pedestrian environment through the use of scale, color, texture, and architectural details. Staff requests UDC's feedback on the proposed material palette and detailing as it relates to the compatibility with the surrounding context, as well as creating visual interest, successful materials transitions, and providing a human scale, especially at the ground level, etc.

**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 Stepback 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