



Project Address: 501 N Henry Street

Application Type: Amendment to an Approved Planned Development (PD) for Exterior Changes to an Existing Building

UDC is an Advisory Body

Legistar File ID #: [85429](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Dan Seeley, Steve Brown Apartments

Project Description: The applicant is requesting an Alteration to an Approved Planned Development (PD), to paint a roughly 4,500 square-foot mural on the southeast elevation of the existing building.

Approval Standards: The UDC is an advisory body on Planned Development requests. For Planned Developments 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(2), Standards for Approval, including more specifically:

PD Standard (e), which generally speaks to coordinating “...*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.*”

In this case, this application has been submitted as a minor alteration to the Planned Development, which has been referred to the Urban Design Commission for an advisory recommendation by the Director of the Planning Division as allowed by MGO 28.098(6).

Summary of Design Considerations

Planning Division staff requests that the UDC review the proposed mural, provide feedback and make findings based on the above-referenced standards for Planned Developments as it pertains to the design considerations noted below.

- **Building Design.** As noted in the application materials, the mural will be painted on an otherwise large, concrete wall that lacks significant architectural detailing other than the reveals between concrete panels and a recessed vertical masonry element. As proposed the mural will span almost the entire southeast elevation from the second floor to the top of the parapet wall. Staff requests the UDC’s feedback and findings of the impacts of the proposed mural on the building design and composition, as well as the successful integration of the mural with the overall building design and architectural detailing. Consideration should be given to:
 - General wall/mural proportions and mural location on the wall, especially as it relates to delineating/identifying building components (i.e., top, middle, base),
 - The extents of the mural (i.e., creating a frame versus running side-to-side, top-to-bottom),

- Maintaining an architecturally appropriate termination at the top of the building (i.e. consistent parapet treatment on all sides of the building),
 - Treatment/integration of the existing architectural elements, including reveals between concrete panels, the vertical masonry element, and existing vents/flues (i.e., painted or unpainted), and
 - Paint applications where there are changes in plane (i.e., wrapping corners)
- **Materials.** As noted in the application materials, the proposed mural will be painted directly on the masonry surface. As part of the installation process, as noted in the Letter of Intent, a primer will be used, as well as high-grade exterior paint (Sherwin Williams brand) that is applied with commercial grade sprayers, rollers and brushes. Staff requests the UDC's feedback and findings related to the proposed materials, giving consideration to the following:
 - Paint selection and its appropriateness for masonry/concrete surfaces,
 - Treatment and preparation methods for the surface to receive paint,
 - Protectant/sealant to prevent fading, chipping, etc., and
 - Long term maintenance of the mural, especially given the proposed scale of the installation.

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