

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION      **PRESENTED:** May 16, 2012

**TITLE:** 309 West Johnson Street – PUD(GDP-SIP), Mixed-Use Building,  
Housing/Retail/Commercial/Fire  
Department Spaces. 4<sup>th</sup> Ald. Dist. (26346)

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

**DATED:** May 16, 2012      **ID NUMBER:**

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Members present were: Richard Wagner, Dawn O’Kroley, Richard Slayton, Todd Barnett and Tom DeChant.

\*Due to a computer hard drive failure relative to recording of the meeting; this report is an abbreviated summary of the review by the Urban Design Commission.

**SUMMARY:**

At its meeting of May 16, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) for a mixed-use building located at 309 West Johnson Street. Appearing on behalf of the project were Mike Slavish and Steve Holzhauer, representing Hovde Properties, LLC. Appearing neither in support nor opposition and wishing to speak was Susan Rosa, representing the Downtown Community Garden Group. Slavish provided an introduction to the project, which provides for the demolition of several buildings within the 300 Block of West Johnson Street owned by Hovde Properties, along with a City of Madison property currently occupied by the Madison Fire Department Administration Building. The new mixed-use building will provide for a high-rise apartment tower with approximately 200 residential units, a mid-rise structure with 60 student-oriented units, ground floor retail along Johnson Street, commercial office space, Fire Department office space and structured parking. Holzhauer provided a detailed overview on the existing combined sites and existing structures. He continued with a presentation of bulk massing models that provided details on the proposed structures as they relate to the combined sites, the block as a whole and the State Street corridor. With the review of the massing models for the project, staff noted that a portion of the site located at the apex of the corner of Johnson and Henry Streets is located in Downtown Design Zone No. 1, where the PUD (Planned Unit Development) District requirements of the Zoning Code require a concept presentation of the project to the Urban Design Commission at an informational meeting prior to any formal consideration of the project as occurring presently. This presentation also provides for the initial discussion between the applicant and the Commission on the project’s consistency with the Downtown Design Zone requirements and criteria. Holzhauer presented a site plan of the existing site situation, as well as mass studies and renderings to highlight the portion of the site requiring address of the design zone criteria. The primary issue with the development proposal is that a portion of the building within this area proposed at six-stories in height would need to be scaled back to be up to four stories with stepbacks of 30-feet (parallel to West Johnson Street); then go up another 2 stories in order to meet the requirement of the Downtown Design Zone No. 1; in order for the Commission to make a finding as required that the project is consistent with the Zoning Code

provisions. Staff noted that consideration of the project without a zoning ordinance amendment would not be possible, unless it conformed to this provision. Holzhauser noted that it is their intent to have an ordinance amendment in place prior to formal consideration of the project. He proceeded with his presentation with the review of various massing models and perspectives that dealt with the impact of setback on the appearance of that part of the project versus without. A discussion of the Commission on the merits of the setback and its effect of the building design followed; where some Commissioners noted some support for the building without the setback and where others noted their support to maintain the setback as originally envisioned with the Downtown Design Zone requirements of the Zoning Code as a mechanism to protect the State Street Corridor. It was also noted that the burden of proof would be on the applicant to provide a basis to support the project without the setback. It was suggested that significant studies would be required to be developed that dealt with complexity of view sheds of the building complex as it relates to the block as a whole, adjoining blocks, the State Street/Capital Corridor, in addition to developing cross-sections to clarify issues associated with or without the setback.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 309 West Johnson Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	6	-	-	-	5	6	6
	-	-	-	-	-	7	8	7

General Comments:

- With setbacks, massive works.
- Exciting potential. Roof
- Roof treatment will be critical (i.e. terraces, green roofs, etc.).
- Very exciting.