



Project Address: 5015 Sheboygan Avenue

Application Type: Informational Presentation to Amend an Existing Planned Development (PD) to construct a Clubhouse Amenity Building
UDC will be an Advisory Body

Legistar File ID #: [89634](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Steve Keymar, JLA Architects | Kami Brauer, Katz Properties, Inc.

Project Description: The applicant is proposing to amend an existing Planned Development (PD) for the construction of a 10,700 square-foot clubhouse building for The Monticello Apartments.

Approval Standards: 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 PD Standards for Approval (attached for reference), but 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.*”

Adopted Plans: The project site is located in the West Area Plan planning area (the Plan) planning area and is recommended for High Density Residential land uses. The Plan includes design guidelines for the redevelopment of areas recommended for mixed use, employment, and medium and high density residential, including those that speak to:

- Minimizing setbacks to create a consistent, engaging, and walkable street frontage,
- Incorporating changes in plane where materials transition,
- Minimizing blank walls, incorporating design elements to enhance the visual and pedestrian character of the street,
- Maintaining a positive building orientation to the street by locating main entrances towards the street and locating parking behind the building, and
- Encourage active uses at the ground level, including outdoor patios, dining, awnings, and display windows.

Zoning Related Information: The project site is located in the Transit Oriented Development Overlay (TOD) zone. New development with the TOD Overlay is subject to the requirements as outlined in [MGO 28.104](#), including those that speak to:

- Maximum principal building setbacks – At least 30% of the primary street facing façade (Sheboygan Avenue) shall be setback no more than 20 feet,
- Entrance orientation – Principal building entrances shall be orientated towards the primary abutting street (Sheboygan Avenue) and be located within the maximum setback (20 feet),

- Minimum number of stories – A minimum of two stories is required for a minimum of 75% of the building footprint, and
- Site standards for automobile infrastructure.

Staff note that ultimately the Zoning Administrator will determine compliance with the Zoning Code requirements. As proposed, the development **appears to meet** the TOD Overlay requirements. A complete Zoning review will be conducted as part of the Site Plan Review process.

Summary of Design Considerations

Staff request the UDC review and provide feedback as required for Planned Developments. While staff do not have specific concerns regarding the proposed building, potential design considerations for the Commission's review and comment are identified below:

- **Building Design and Materials**, including as it relates utilizing durable, high quality materials, as well as architectural design and detailing that is consistent and complementary to the existing buildings and context, and maintaining a positive street orientation.

Staff note and the applicant is advised that there appear to be inconsistencies between the proposed landscape plan and MGO 28.142, "*Landscape and Screening Requirements*", including those related to foundation plantings and parking lot screening.

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.