



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 920 East Main Street
Application Type: New Residential Development in UDD No. 8, Informational Presentation
Legistar File ID # [61288](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Doug Hursh, Potter Lawson, Inc./Curt Brink, Archipelago Village, LLC

Project Description: The applicant is providing an informational presentation on a new ten (10) story apartment building with 75 residential units above first floor commercial spaces. The team will also provide a phasing update for the Archipelago overall site development, including the parking structure, 929 E Washington project, and the recently approved WHEDA building.

Project History/Schedule:

- The development team anticipates submitting a formal land use application later this year.

Approval Standards:

The UDC would be an approving body on the development request. The development site is within Urban Design District 8 (UDD 8) - block 13b, which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(15).

In applying the standards, the code states that the Urban Design Commission shall apply the [UDD 8](#) district requirements and guidelines as may be appropriate in order to implement the Core Development Principles of the [East Washington Avenue Capitol Gateway Corridor Plan](#). In order to approve, ordinance requires that the development is found to meet the requirements and conform as much as possible to the guidelines.

Summary of Design Considerations and Recommendation

Staff recommends that the UDC review the project against the requirements and guidelines of UDD 8 and the Core Development Principles of the [East Washington Avenue Capitol Gateway Corridor Plan](#). Staff notes the following considerations regarding consistency with these standards.

UDD #8 Height, Setback, and Stepback Considerations. The proposed UDD 8 Text amendment being considered at this UDC meeting would allow a 5-20' E. Main Street setback; therefor, the proposed 20' setback for the main structure of the proposed apartment building would meet that setback and align with the adjacent WI Telephone Building. The entry element with the reconstruction of the historic façade element is proposed to be setback less than 5' from the property line, which wouldn't be consistent with the draft ordinance.

Main Street Height & Setbacks/stepbacks: The standards require that along Main Street (Block 13b), there is a street façade minimum three stories and maximum height of five stories and 63 feet. The front building setback must be 15 feet (*proposed amendment change is 5-20' for this block*) and the stepback above the 3-5 story street facade must be 15 feet. There is an allowed maximum overall building height of eight stories and 92 feet, with two bonus stories possible per 33.24(15)(e)(12)(b)(i). This proposed E. Main façade is shown as four stories with an upper level stepback.