



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 345 W Main Street

Application Type: Informational Presentation - Major Amendment to an Approved Planned Development (PD) for the Construction of an Independent Living Facility for Capitol Lakes Retirement Community
UDC will be an Advisory Body

Legistar File ID #: [86359](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Jason Erdahl, Ankrom Moisan Architects | Capitol Lakes

Project Description: The applicant is proposing the demolition of an existing assisted living facility (44 units) to allow for the construction of a new independent living facility comprised of 49 units in the Capitol Lake Retirement Community.

Approval Standards: The UDC will be an **advisory body** on this request when a formal application is filed. 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 (attached for reference), 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 Downtown Plan planning area, in the Downtown Core Neighborhood. Generally, the recommendations included in the Downtown Plan for the Downtown Core Neighborhood speak to encouraging a mix of uses and housing opportunities at higher levels of intensity to retain the area’s vibrancy.

As noted in the Downtown Plan, the maximum building height for the project site is four stories. As proposed, the three-story building is consistent with the Downtown Plan height limitations.

Summary of Design Considerations

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

- **Building Orientation.** The project site has frontage on three streets, including S Broom Street, W Main Street and W Doty Street. As such, consideration should be given to maintaining a positive building orientation to each street, including incorporating design elements that contribute to creating an enhanced pedestrian environment, including, for example, active unit and common building entries having direct connectivity to the street, limiting/screening blank walls, as well as minimizing setbacks and incorporating pedestrian scale design elements (i.e., stoops, canopies, materials, landscape, building

articulation, material transitions/detailing, etc.) into the overall building design at the street level. Staff requests the UDC's feedback on the overall building orientation.

- **Building Design and Composition.** The project site is in an area that transitions from a predominantly higher level of intensity mixed-use development of the Downtown Core Neighborhood to an area that is predominantly comprised of multi-family residential development in the Bassett Neighborhood. In addition, as noted above, the project site location is such that it has frontage on multiple streets and includes two corner locations. As such, consideration should be given to the overall building design and detailing, and mass and scale as it relates to the PD standards that speak to "*...creating an environment of sustained aesthetic desirability compatible with the existing or intended character of the area.*"

Staff requests the UDC's feedback on the overall building design and composition, especially where the proposed building connects/transitions to the existing building along W Main Street, the building ends and their orientation to and relationship with the street corners, as well as minimizing blank walls.

- **Louvers/Wall Packs.** Wall pack units or louvers are not indicated on the elevation drawings although they are commonly associated with residential uses. Staff notes that while it has been the Commission's current practice to locate wall packs so that louvers are not on street-facing or highly visible facades, they have been approved in some cases when found to be well integrated into the façade's design, including the use of perforated metal panels to screen louvers or utilizing a louver system that is consistent with the window opening size. Staff requests the UDC's feedback on the use of wall pack systems and potential design-related considerations.
- **Materials.** As noted in the application materials, the building material palette is comprised of stucco, masonry and fiber cement siding. Staff requests the Commission's feedback and findings on the overall material palette as it relates to the PD Standard (e), "*...creating an environment of aesthetic desirability.*"

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