



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 216 S. Hamilton Street
Application Type: New Development in UMX Zoning – Initial Final Approval is Requested
Legistar File ID # [64509](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Christopher Gosch, Populance, LLC/Courtside Development, c/o Jason Iverson

Project Description: The applicant is seeking initial/final approval for a new two story 5,671 square foot building with (4) two level live/work condominiums and approximately 300 square feet of ground floor commercial space.

Project History/Schedule:

- The UDC received an informational presentation on March 31, 2021.
- The Plan Commission is scheduled to review this proposal on June 7, 2021.

Approval Standards:

The UDC is an approving body on this request. Section 28.076(b) states that “All new buildings and additions that are less than twenty-thousand (20,000) square feet and are not approved pursuant to (a) above, as well as all major exterior alterations to any building shall be approved by the Urban Design Commission based on the design standards in [Sec. 28.071\(3\)](#), if applicable, and the Downtown Urban Design Guidelines. The applicant or the Alderperson of the District in which the use is located may appeal the decision of the Urban Design Commission to the Plan Commission.”

Summary of Design Considerations and Recommendation

Staff recommends that the UDC review the project against the specific Guidelines and Standards of UMX Zoning Requirements-[Sec. 28.071\(3\)](#), [Madison’s Downtown Plan](#), and [Downtown Urban Design Guidelines](#) and provide comments related to the exterior design, size, long views along Hamilton Street, and overall massing of the proposed development.

The Downtown Plan includes discussion that buildings should be carefully designed to fit within the area context and maintain the rhythms of existing the street frontage. The Plan recommends building height up to six stories, with a 15 foot setback above the fourth floor along Hamilton Street. Those standards are also codified in the Zoning Code. Additionally, this site is located within a priority viewshed and pedestrian connection corridor from the Capitol to the lake.

Only the design of the new building is before the UDC, as considerations related to the demolition are not under the purview of this Commission. As a reference, staff note that the Landmarks Commission provided advisory comments to the Plan Commission regarding the demolition stating *“That the building at 216 S Hamilton Street has historic value related to the vernacular context of Madison’s built environment, but the building itself is not historically, architecturally or culturally significant. The building is representative of 1850s Gabled-Ell structures, which are increasingly rare in Madison.”*

Staff refers the Commission to their comments from the 3/31 informational presentation:

- This is a really cool urban infill project. I like the use of materials, simplicity of the design. I love the red box too, that's a very nice touch. What I'm concerned about is the termination of materials, they tend to just stop and look kind of loose. Look at how you end your materials, it looks kind of unfinished. How they terminate at the ground, how they end can use a little bit of refining. A very nicely designed project, I like the contemporary feel of it.
- Why is it only two stories when it's next to this huge building?
- Are you anticipating doing anything on the roof?
- I like this project, it's really attractive.
- There doesn't appear to be much space for landscaping but you do have some on the plan, you show bamboo, work with somebody that can steer you to appropriately Wisconsin hardy plants.
- Aesthetically I love it, the materials, the detail of the wood accent bands. The streetscape presence of a two-story is really nice and happens to pair well in proportion to the building next to it. I do have to say my initial reaction was of thinking about density in downtown, two stories seemed off, the only thing that would make me like it better is if it was three-stories.
- Having a different size and density mixes it up a little bit.
- It's a nice reprieve for some views to the sky from the rest of the surrounding buildings. I like this quite a bit, I encourage you to have some occupiable space on the roof, it would be a marvelous asset for the occupants.