



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 131-133 W. Wilson Street
Application Type: New Mixed-Use Building in UMX Zoning – Informational Presentation
Legistar File ID #: [73562](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Kirk Keller, Plunkett Raysich Architects, LLP | The Moment, LLC

Project Description: The applicant is providing an Informational Presentation for a proposed fifteen-story mixed-use building containing 263 luxury residential units, 6,887 square feet of commercial space, and approximately 251 enclosed vehicle parking spaces.

Approval Standards: The Urban Design Commission (UDC) is an **advisory** body on this request. Section [28.076\(4\)\(b\)](#) includes the related design review requirements which state that: *“All new buildings that are greater than twenty-thousand (20,000) square feet or that have more than four stories shall obtain Conditional Use approval. In addition, the UDC shall review such projects for conformity to the design standards in [Sec. 28.071\(3\)](#) and the [Downtown Urban Design Guidelines](#) and shall report its findings to the Plan Commission.”*

Related Zoning Information: The property is zoned Urban Mixed-Use (UMX). The Planning Division understands that the proposed development is considered a conditional use under the Zoning Code. In addition, the Capital View Preservation Limit will also apply to the proposed development. As noted in the Zoning Code, the maximum ground story height is 18 feet, minimum 12 feet, and the maximum story height for upper stories is 14 feet. The proposed building appears to be consistent with these requirements.

The Zoning Code also outlines design standards that are applicable to all new buildings in the UMX zoning district. As a reference, the design related zoning standards outlined in the UMX zone district are included as an attachment to this report, including, but not limited to those related to building entrance orientation, façade articulation, height, fenestration, and materials.

Design-Related Plan Recommendations: The project site is located within the [Downtown Plan](#) planning area. As such development on the project site is subject to the [Downtown Urban Design Guidelines](#). As noted in the Downtown Plan, the maximum recommended height is up to the Capital View Preservation Limit.

Summary of Design Considerations

Staff recommends that the UDC provide feedback on the development proposal regarding the aforementioned standards related to the items noted below.

- **Building Height and Projections into Capitol View.** As noted above, the Capitol View Preservation Limits will apply to the project site. Based on the information provided, the proposed building **does** appear to meet those limitations. Overall building height is measured from grade to the top of the parapet wall, which appears to be a little more than a foot below the maximum height. Provided the data is correctly represented, the maximum permitted height that would be permitted is shown as CVPH on the building section plan.

Limited projections and elevator overruns above this height limit are only allowed with Conditional Use approval and staff has urged the applicant to explore solutions that eliminate or minimize such projections. Staff requests the Commission's feedback on the overall building height, and the rooftop mechanical in excess of the Capital View Preservation Limit.

- **Long Views.** Given the number of recent development proposals along the East and West Wilson Street corridor and the prominence of this site from Lake Monona and John Nolen Drive, consideration should be given to the overall cityscape and how the proposed development "fits in" along this "skyline." Staff requests UDC provide comment related to the long views of the building.
- **Building Composition.** Staff requests the Commission's feedback on the overall building composition as it relates to the design guidelines, including those that speak to proportions and articulation, balancing vertical/horizontal proportions, especially at the pedestrian level along the street, size and rhythm of windows, creating positive termination at the top of the building, etc.
- **Materials.** The building material palette primarily consists of a metal panel system, faux wood panel, and glass. Staff notes the building material standards per the UMX zone district, footnote E, which states that: *"Metal panels shall be used in conjunction with a palette of materials; shall be a heavy gauge, non-reflective metal."* As proposed, while the proposed metal panel is part of a palette of materials, additional information will need to be submitted to ensure that it is not reflective and that it will meet the Zoning Code standard. Staff requests the Commission provide feedback on the proposed material palette and composition.

**ATTACHMENT:
28.071 (3) DESIGN STANDARDS FROM ZONING CODE**

(3) Design Standards.

The following standards are applicable to all new buildings and additions, within any ten- (10) year period, exceeding fifty percent (50%) of existing building's floor area for non-residential buildings, mixed-use buildings, lodging houses, and residential buildings with 8 or more dwelling units.

(a) Parking.

1. Parking shall be located in parking structures, underground, or in surface parking lots behind principal buildings. Parking structures shall be designed with liner buildings or with ground floor office or retail uses along all street-facing facades.
2. For corner lots or through lots, rear yard surface parking areas abutting any street frontage are limited to fifty percent (50%) of that frontage, and shall be located a minimum of ten (10) feet from the street property line.
3. Parking garage openings visible from the sidewalk shall have a clear maximum height of sixteen (16) feet and a maximum width of twenty-two (22) feet. Garage doors or gates shall be located a minimum of ten (10) feet from the front property line. Doors to freight loading bays are exempt from this requirement.
4. No doors or building openings providing motor vehicle access to structured parking or loading facilities shall face State Street, King Street, or the Capitol Square.

(b) Entrance Orientation.

1. Primary building entrances on all new buildings shall be oriented to the primary abutting public street and have a functional door.
2. Additional secondary entrances may be oriented to a secondary street or parking area.
3. Entries shall be clearly visible and identifiable from the street, and delineated with elements such as roof overhangs, recessed entries, landscaping, or similar design features.
4. Within ten (10) feet of a block corner, the facade may be set back to form a corner entry.

(c) Facade Articulation.

1. The facades of new buildings more than forty (40) feet in width shall be divided into smaller vertical intervals through techniques including but not limited to the following:
 - a. Facade modulation, step backs, or extending forward of a portion of the facade.
 - b. Vertical divisions using different textures, materials, or colors of materials.
 - c. Division into multiple storefronts, with separate display windows and entrances.
 - d. Variation in roof lines to reinforce the modulation or vertical intervals.
 - e. Arcades, awnings, window bays, arched windows, and balconies to reinforce the vertical intervals.

(d) Story Heights and Treatment.

1. For all buildings, the maximum ground story height is eighteen (18) feet, measured from the sidewalk to the second story floor. An atrium that exceeds eighteen (18) feet will be considered more than one (1) story.
2. Upper stories shall not exceed fourteen (14) feet floor to floor.
3. For all buildings, the minimum ground story height is twelve (12) feet, measured from the sidewalk to the second story floor.

4. For non-residential uses, the average ground story floor elevation shall not be lower than the front sidewalk elevation nor higher than eighteen (18) inches above the sidewalk elevation.
5. For ground-story residential uses, landscaping, steps, porches, grade changes, and low ornamental fences or walls or similar treatments shall be located between the sidewalk and the front door to create a private yard area.

(e) Door and Window Openings.

1. For street-facing facades with ground story non-residential uses, the ground story door and window openings shall comprise a minimum of fifty percent (50%) of the facade area.
2. For street-facing facades with ground story residential uses, ground story openings shall comprise a minimum of fifteen percent (15%) of the facade area.
3. For all buildings, upper story openings shall comprise a minimum of fifteen percent (15%) of the facade area per story.
4. Garage doors and opaque service doors shall not count toward the above requirements.
5. Glass on all windows and doors shall be clear or slightly tinted, allowing views into and out of the interior. Spandrel glass may be used on service areas on the building.

(f) Building Materials.

1. Buildings shall be constructed of durable, high-quality materials. Table 28 E-1 below lists allowable building materials.
2. All building facades visible from a public street or public walkway shall use materials and design features similar to or complementary to those of the front facade.