



<b>Agenda Item #:</b>	4
<b>Project Title:</b>	Amending Section 33.24(15)(e)12. of the Madison General Ordinances to Update Development Standards within Block 2b of Urban Design District No. 8. (District 6)
<b>Legistar File ID #:</b>	79845
<b>Members Present:</b>	Cliff Goodhart, Chair; Shane Bernau, Wendy Von Below, Christian Harper, Marsha Rummel, and Rafeeq Asad
<b>Prepared By:</b>	Jessica Vaughn, AICP, UDC Secretary

## Summary

At its meeting of September 20, 2023, the Urban Design Commission **RECOMMENDED APPROVAL** of the text amendment amending Section 33.24(15)(e)12 of the Madison General Ordinances to update development standards within Block 2b of Urban Design District No. 8. Chris Houden is registered in support available to answer questions, Bob Klebba is registered in opposition, not wishing to speak.

Kevin Firchow gave an overview of the primary components of the amendment to change the allowable height in this specific block (700 Block of E Washington Avenue), it is the block next to the Constellation on the north side of East Washington. The code amendment is necessary to implement a development on this site that the Commission saw in August. There are two primary components, the first is to change the allowed height from height 8 stories with two bonus, to allow for up to six bonus stories. The first methodology includes meeting the existing code standards for bonus stories. The second methodology, to get the full six stories bonus, would prescribe that you would have to do a certain number of items from a prescribed list; so it would be setting a higher bar for getting the six story bonus. The other component, adds another consideration to the list of amenities that can be considered for height bonuses. There is a standard related to affordable housing that could be used in combination with some other elements. This will be going to the Plan Commission on October 2 and the Common Council on October 17.

The Commission had the following questions for staff and the development team:

- Other than FAA or the Capitol Preservation, there is no limit in terms of feet other than stories?
  - In UDD 8 there are specific feet measurements that are not changing. There is a standard for the ground floor as well as upper stories. This amendment would not change those and those apply throughout the district.
- This amendment would allow whatever happens on Block 2b to be relative to what is around it in terms of height?
  - Yes. It would increase just the height on this block that's allowed today – it has an eight story base that could go to 10 stories. From a comparison standpoint, the Constellation development, was approved with 10 stories and two bonus stories, so it's a twelve story building with a total height of 147 feet. This would be taller than that by about a story or ten or twelve feet.
- But it would fit within the surrounding context.
  - If a finding was made that the bonus story criteria are met.
- So, 2c is about 147 feet, and 3b which is just to the east of it is 158 feet, so this could be up to 159-feet. Instead of going lower as you go along East Washington, you could incrementally go up a bit higher before we go down again, for this block.

- The recently approved Salvation Army development is six-stories in height so it does step down. It would allow, if the maximum bonus would allow for height similar to the Galaxie development. There was a site specific text amendment that allowed the Galaxie, but it was a much larger site than Block 2b.
- Devil's advocate here. Alder Rummel advanced this but it seems like one specific project is driving this?
  - Yes, that is correct. Due to the specificity of UDD 8, there have been a variety of site specific amendments since that district was adopted back in around 2010.
- What's happening with this has already happened with the Galaxie and Constellation?
  - Yes, those were site specific amendment to change the height for those developments and there has been a handful of other ones as well. The corridor is so specific with regard to height, setback and stepback recommendations that vary from block to block, so from time to time there have been amendments that have been considered to amend the specific standards for one block at a time. I would note we are in the midst of the rewrite of Urban Design Districts, one of the upcoming phases is a comprehensive rewrite of the district as a whole, but probably not starting until next year or the following.
- This does not change the allowable height by right, it is still attached to a number of conditions.
- I didn't want to add more height given the process that we went through for the Capitol East BUILD District. We thought block by block on the height and you as a body took some of those recommendations and codified them in to the urban design district as part of that process. Behind this on Mifflin is residential, where behind the Galaxie is a park that was one of the reasons why the height in this block was lesser. When I considered this project as a driver, what would it take to raise the bar? I worked closely with Kevin and staff. Currently the way it's set up, if you want bonus stories, you take one item from column 1, which are the big things LEED Gold, public parking, etc., and/or a combo from part 2, has more things, like community space or three bedrooms or a green roof. This is set up to take one from column 1 or a combo from 2. This would change that, it would be something from column 1 and three things from column 2. I think that would raise the bar and ensure that sufficient public benefit would be provided to warrant the additional height.

## Action

On a motion by Asad, seconded by Von Below, the Urban Design Commission recommended **APPROVAL** of the proposed text amendment. The motion was passed on a vote of (4-1-1) with Asad, Von Below, Bernau, and Rummel voting yes; Harper voting no; and Goodhart non-voting.