



Department of Planning & Community & Economic Development

Planning Division

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TO: Urban Design Commission
FROM: Janine Glaeser, UDC Secretary
DATE: January 10, 2018
SUBJECT: ID 49395 (UDC) – 1720 Monroe St. – Mixed Use Housing and Retail
Planned Development (GDP-SIP), 13th Ald. Dist

The applicant, Anne Neujahr Morrison of Urban Land Interests, and her design team are before the Urban Design Commission requesting Final Approval of their Mixed Use development. UDC approval is required for all requests to rezone to a Planned Development (PD) district.

They are requesting Final Approval on the proposed development of a five-story, mixed-use building with 16,000 square feet of ground-floor commercial space and 68 units on a 0.77-acre site at 1720 Monroe Street. The site is currently zoned Planned Development (PD). While the applicant plans to maintain this zoning district classification, they currently anticipate filing a new PD application for the proposed development.

Schedule:

UDC received an informational presentation on Nov. 8, 2017.
Plan Commission will review on January 22, 2018.
Common Council Feb. 6, 2018

Approval Standards

This request has been submitted as a Zoning Map Amendment to the Planned Development (PD) Zoning District. This request is subject to the approval standards of MGO §28.098. The UDC is required to review the General Development Plan and Specific Implementation Plans and make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter. Please see the attachment for information on these standards.

Design Considerations and Plan Consistency

As noted in previous reports to the UDC and correspondence with the applicant, Planning Division staff are primarily concerned with how the proposal conforms to the adopted recommendations of the [Monroe Street Commercial District Plan](#),* particularly the massing, scale, and height of the proposed five-story building. While the plan typically contains detailed site-specific development guidelines (which generally includes recommendations for the building's footprint; build-to lines; height; composition, articulation, and scale; orientation of entrances, etc.) for several blocks of the street, for the subject site, the plan provides very minimal guidance stating only, *"This block currently is home to Associated Bank. It should remain commercial."*

The plan's general design guidelines state that "Generally, buildings of four stories (or more) would be out of character with the traditional street and the residential neighborhoods, all the more since at most sites' setbacks would be very limited. To gain support, buildings higher than three stories would need creative design and presentation, consideration of contextual impact, lot size, proximity to other building forms, setbacks, stepbacks, floor-to-floor heights, important compensating value-added features, and effective prior consultation with the neighborhoods."

Urban Design & Plan Consistency

Planning division staff are primarily concerned with how the proposal conforms to the recommendations of the "Monroe Street Commercial District Plan", particularly the massing, scale, and height of the proposed five-story building.

Conclusion

The Planning Division has continued concerns as to whether the project can be found to meet the approval standards for Planned Developments, due primarily with to inconsistency with adopted plan recommendations. Such concerns will also be considered by the Plan Commission and Common Council. The Urban Design Commission should provide its design recommendation based on specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter. In their recommendation, staff requests that UDC provides feedback regarding the proposed building's height, particularly the five-story 230 foot mass along Monroe Street.

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.