



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 155 E Doty Street

Application Type: Planned Development (PD) in the Downtown Core, Residential Building Informational Presentation

Legistar File ID #: [71150](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Nate Gundrum, Mortenson Development, Inc. | Aaron Ebent, Kahler Slater, Inc.

Project Description: The applicant is providing an Informational Presentation for the development of a 12-13 story, 202-unit residential building with rooftop terrace. The building includes lobby space, bike parking, building services, and approximately 150 parking spaces.

Approval Standards: The project site is located within the “Block 105” Planned Development (PD) zoning district. As such, the UDC will be an **advisory body** on this future request. 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](#)(1), Statement of Purpose, and (2), Standards for Approval (PD Standards Attached).

Adopted Plans: The project is located within the [Downtown Plan](#) (the “Plan”) planning area. Specifically, the site is also within the Judge Doyle Square (JDS) development area, which is located in the southeast quadrant of the Downtown Core. The Plan provides recommendations that speak to creating vibrant mixed-use projects that support economic development with active ground floor retail, streetscape amenities, private development, etc. for the blocks within JDS.

Advisory Review from the Landmarks Commission. The subject property is adjacent to the Fess Hotel (Great Dane) which is an identified City Landmark. The Zoning Code requires that any development on a zoning lot adjoining a landmark for which Plan Commission or Urban Design Commission review is required shall be reviewed by the Landmark Commission to determine whether the proposed development is so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. Landmark Commission review shall be advisory to the Plan Commission and the Urban Design Commission. The applicant attended an informational presentation with the Landmarks Commission on March 7, 2022 (Legislative File [70054](#)) and provided the feedback as noted in the [Landmarks Commission Meeting Report](#).

Summary of Design Considerations

Staff recommends that the UDC provides feedback on the development proposal regarding the aforementioned standards related to the items noted below. As part of this review, staff recommends UDC provide feedback on following items:

- **Building Height.** As noted above, the Capital View Preservation Limits will apply to the project site. Based on the information provided, the proposed building appears to meet those limitations. Overall building height is measured from grade to the top of the parapet wall. Provided the data is correctly represented, the maximum permitted height that would be permitted is shown as the roof line on the plans.

Limited projections and elevator overruns above this height limit are only allowable 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.

- **Wilson Street View – Ground Level Activation and Articulation.** As shown on the Wilson Street elevations, there are limited window openings located along the street and relatively blank walls that carry up to the third floor. Staff requests the Commission's feedback on the building's relationship to the street, including giving consideration to providing additional visual interest, glazing, and architectural detail along those elevations.
- **Building Design and Materials.** Overall, the building design and material palette is relatively simple in nature. The material palette is comprised of metal and concrete panel systems with minimal articulation and façade modulation. Staff requests the Commission's feedback on the overall building composition including mass and scale, proportions and articulation (vertical/horizontal), size and rhythm of windows, positive termination at the top of the building, etc.
- **Longviews.** Due to the prominence of this site within the Downtown and the proposed height, consideration should be given to the composition of the proposed building in terms of its views from across the lake and other vantage points, including materials, glazing, and color; how it fits in as part of the overall cityscape.

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