PLANNING DIVISION STAFF REPORT

September 21, 2022

PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address:	**2300 S. Park Street**
Application Type:	Public Project, Village on Park Parking Structure in Urban Design District (UDD) 7 Informational Presentation
Legistar File ID #:	73349
Prepared By:	Jessica Vaughn, AICP, UDC Secretary

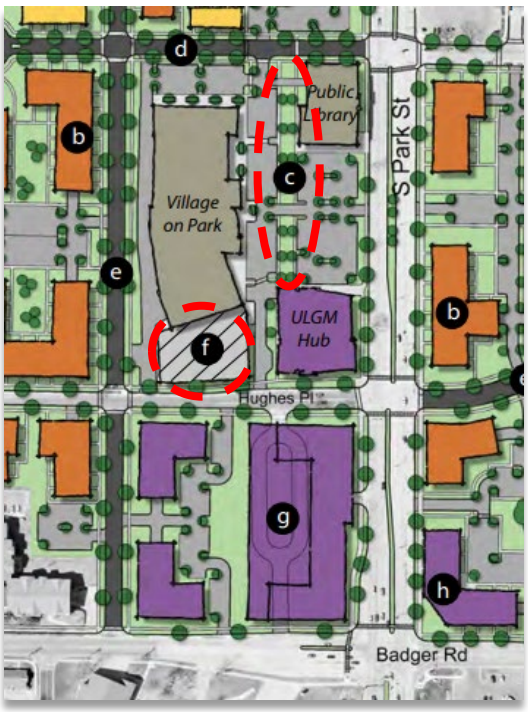
Background Information

Applicant | Contact: Matthew Wachter, City of Madison | Peter Tan, Strang, Inc.

Project Description: The applicant will be providing an Informational Presentation for the construction of a 6.5-story parking structure providing of 295 parking stalls for The Village on Park development. The proposal also includes modifications to the central parking area to include a central greenspace.

Approval Standards: The UDC will be an **approving body** on this request when it comes forward both in their review of public buildings and for the site's location within UDD No. 7. The site is located within Urban Design District 7 ("UDD 7"), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(14).

In addition, pursuant to MGO Section 33.24(4)(d), "*the Urban Design Commission shall approve plans for all buildings proposed to be built or expanded in the City by the State of Wisconsin, the University of Wisconsin, the City of Madison, Dane County, the Federal Government or any other local governmental entity which has the power to levy taxes on property located within the City*." Please note, while the UDC may provide advisory recommendations related to site and landscape considerations, this section of code only provides the UDC approving authority on the buildings themselves.



Adopted Plans: The project site is located within the South Madison Plan (the "Plan") planning area. The project site is identified as a focus area known as the "Village on Park." As noted in the Plan, this area is anticipated to be the town center for Madison's south side, with anticipated phased improvements over the coming years, including the construction of a parking structure to be located on the project site. This development proposal will bring the Plan's recommendations to fruition as shown in the graphic at the left.

As noted in the Plan, building heights are limited to five stories, referencing the codified height in the Zoning Code, which is five stories/78 feet in the CC-T zoning district. Generally, staff believes that the since the overall proposed building height (60 feet) is less than other types of five-story buildings (e.g. office, residential), this aspect of the proposal could be found to be consistent with the Plan as it relates to the UDC's considerations.

As a side note, as noted in the Plan, "*the requirements in UDD 7 should be adjusted to reflect the heights recommended in Map7 of the Plan. The bonus height guildelines should also be amended to*

not apply within the Plan boundary so that the maximum recommended heights in the Plan are followed" (Page 36, South Madison Plan). The review and evaluation of urban design districts for consistency with adopted plans will take place as part of the UDC Code Changes Update process.

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 Bulk and Mass Considerations.** As noted in Section 33.24(14), UDD 7 has both requirements and guidelines related to building heights, mass, and bulk. As a reference, UDD 7 Building Height guidelines note that new buildings should be generally limited to four stories. "*However, building height bonuses of up to two stories may be allowed depending on the quality of the design and the affect of the development on the adjoining neighborhood and contribution of the project to: the mix of activity in the vicinity, and the character of the street.*" UDD 7 guidelines also note that buildings above three stories shall incorporate a stepack at the third floor.

  Based on the submitted height information, it appears that at the building's tallest point, the structure would be approximately 60 feet in height, which is less than the maximum height in feet for a five story building (78 feet) per the Zoning Code. Staff believes that the height could be found to conform to the underlying UDD standards, and could be found consistent with the guidelines that allow up to six-story buildings. Staff further notes that the advisory guideline requiring a third floor stepback has not been required on other projects, including the adjacent "Hub" office building.

  Staff requests that the UDC provides general feedback on the overall bulk characteristics of the building. Consideration should be given to the form and function of the building and appropriate elements of design, as well as the existing and intended character of the area and level of activity, noting UDC "*…shall consider the requirements and guidelines as may be appropriate…"* in their review, and that *"…development shall meet the requirements and conform as closely as possible to the guidelines.*"

- **Parking Structure – Materials.** As shown on the elevations, the building material palette primarily consists of masonry elements and precast concrete with perforated/corrugated metal screens, metal panel, and cable railing details. Overall, the parking structure primarily open air. Staff requests the Commission's feedback on the overall composition of materials. Consideration should be given to providing adequate screening of parked cars, especially along the south elevation (Hughes Place) and the internal east elevation, the application of the materials resulting in a cohesive building design, and minimizing blank walls especially at the street level.

- **Landscape Plan.** While a conceptual landscape plan was not provided, staff requests the Commission's feedback on the appropriate landscape treatment to complement the proposed architecture and assist in the screening of blank walls.

- **Central Green Space Design Elements.** As noted on the plans, the central parking area will be redesigned to provide a central greenspace for the development. Staff requests the Commission's feedback on the design elements contributing to the successful activation of the space, consideration should be given to the design of the following elements:

  - Pedestrian walkways and overall connectivity,
  - Shade structures and gathering spaces,
  - Planters and planting beds (at-grade, raised, sunken),

- Proposed plantings providing year-round color and texture, and
- Lighting.