PLANNING DIVISION STAFF REPORT

March 15, 2023

PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: **750 University Row**

Application Type: Major Amendment to an Approved Planned Development (PD) for Expansion of UW Health Located in UDD 6
UDC will be an Approving and Advisory Body

Legistar File ID #: 76633

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Jenni Eschner, Eppstein Uhen Architects | Paul Lenhart, University Row Clinic, LLC/GI Clinic, LLC

Project Description: The applicant is proposing an expansion of the existing UW Digestive Health Clinic. The project includes the addition of a 3.5-story parking structure, and construction of a four-story outpatient clinic that includes the relocation of the main building entrance to University Row.

Approval Standards: The UDC will be both an **approving and advisory body** on this request. As an **approving body**, the UDC will be reviewing this as new development in Urban Design District 6 ("UDD 6"). This requires that the Urban Design Commission to review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(13).

The UDC will also be an **advisory body** on the Planned Development request, including those related to bonus stories. 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).

Summary of Design Considerations

Planning Division staff requests that the UDC review the proposed development and provide comments based on the standards for Planned Developments and UDD 6 requirements and guidelines, including the design considerations noted below.

- **Building Design and Materials**. UDD 6 Building Design guidelines and requirements speak to the use of high-quality, low maintenance materials that are complementary to and compatible with the existing and surrounding building(s), utilizing four sided architecture, and minimizing blank wall expanses, especially along the street. As noted in the application materials, the proposed building addition will continue the existing material palette and the design of the proposed building addition draws upon that of the existing building.

  Staff requests the UDC provide comment related to the proposed building design and material palette as it relates to creating one cohesive architectural expression, especially where the proposed addition meets the existing building and incorporates a clear building entry, the design and integration of the proposed canopy structure into the overall building design, and architectural detailing/materials of the parking garage structure, especially those elevations adjacent to the multi-use path.

- **Entrance Orientation**. The current plans show the main entrance along the University Row frontage though it appears to be separated from the more prominent covered patient vehicle loading area. As noted in the UDD 6 Off-street Parking and Loading guidelines and requirements, "*Whenever possible, parking areas shall be located to the side or to the rear of buildings rather than in front.*" Staff requests the UDC provide comment related to the orientation and prominence of the primary entrance.

- **Pedestrian Environment – University Row**. As shown on the site plan there is a one-way patient drop-off area along the street-facing façade of the building, which shifts the existing sidewalk and pedestrian route along University Row. While an alternate pedestrian pathway is noted on the plan, it is not the shortest, most direct route. Staff requests the UDC provide comment related to the pedestrian circulation and pathway along University Row. Consideration should be given to the separation of uses and incorporating enhanced design measures to promote safety, including alternative paving, raised crossings, landscape islands, etc., maintaining the shortest, most direct path, and minimizing pedestrian/vehicular conflicts.

- **Pedestrian Environment – Multi-Use Path**. While not a public street, there is a multi-use path adjacent to the project along the north property line creating a secondary public face for this development. As noted on the site plan, there is an access drive located along that same property line that provides access to back-of-house operations and a secondary garage access. A large portion of the exterior garage walls are situated along the access drive, which are primarily blank building walls. Consideration should be given to providing an adequate buffer between the path and access drive, as well as the landscape treatment, screening, and architectural detailing in this area.

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