## Smart Growth Greater Madison

## Memo

To: Economic Development Committee

From: Carole Schaeffer

**Date:** July 11, 2012

Re: Downtown Plan

## **Downtown Plan**

Appendix C

Bonus Area D and E (Langdon District)

- 3) Provide a stepback of a between 10-15 feet of all street facades for stories about the fifth story
- 5) Incorporate one or more of the National Register contributing buildings on or near the building site into the development and include their exterior restoration into the development project, when feasible.

We are requesting modifications to the criteria for bonus stories. The current language makes it essentially impossible to do anything architecturally if you are required to have 30 foot stepbacks on all street facades. Upon extended discussion with area architects, it was concluded that a 10-15 stepback could both reach the city goal of keeping a pedestrian friendly project that fits in the neighborhood, while still allowing for architectural creativity and building functionality.

The addition of the language "when feasible" to the criteria# 5 was to provide some leeway in having to incorporate one or more buildings on or near the site into the project, including the restoration of the exteriors. It leaves the rest of the language as to emphasize that the inclusion of one or more of these buildings is the desired end, but due to the language stating the all of the criteria must be met in order to receive the bonus stories, the inclusion of 'when feasible' allows for the consideration of ownership or market forces that may change before an actual project is before the City.