



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

126 S. Hamilton Street
P.O. Box 2985
Madison, Wisconsin 53701-2985
Phone: (608) 266-4635
www.cityofmadison.com

TO: Urban Design Commission
FROM: Janine Glaeser, UDC Secretary
DATE: January 10, 2018
SUBJECT: ID 48877 (UDC) – 2901 University Ave. – Mixed Use Development
Located in UDD No. 6, 5th Ald. Dist

The applicant, John Flad of Flad Development, and his design team are before the Urban Design Commission requesting Final Approval of their Mixed Use Development.

Schedule:

UDC received an informational presentation on Sept. 27, 2017.
Plan Commission will review on January 22, 2018.
Common Council Feb. 6, 2018

Approval Standards

The site is located in Urban Design District 6 (“UDD 6”), which requires that the Urban Design Commission approve the proposed project using the design standards and guidelines for that district. 33.24(13)

UDC approval is also required for a request for approval of conditional uses for a mixed-use building in CC-T zoning with more than 24 dwelling units, a multi-tenant building exceeding 40,000 sq. ft. in floor area, and a side yard height transition to a residential district that exceeds the height and/or ratio limitation.

Project Description

The applicant is seeking approval to rezone 2902-2912 Harvey Street from TR-U1 (Traditional Residential-Urban 1 District) to CC-T (Commercial Corridor-Transitional District) to facilitate redevelopment of the approximately 1.0-acre site with a five-story mixed-use building with 10,600 sq. ft. of commercial space and 39 apartments, and a two-story, eight-unit townhouse building following the demolition of a one-story liquor store at 2901 University Avenue and three apartment buildings at 2902, 2910, and 2912 Harvey Street, which contain 21 dwelling units. The mixed-use project will be served by 40 at-grade/surface parking stalls and 67 underground parking stalls accessed from a single driveway from Ridge Street, which forms the eastern boundary of the property.

Analysis of Standards for Approval

The Comprehensive Plan recommends the University Avenue frontage of the site for Community Mixed-Use development, while the Harvey Street parcels are recommended for Medium-Density Residential development consistent with the historic use and zoning of the properties that comprise the development parcel.

The Hoyt Park Area Joint Neighborhood Plan includes the subject site as part of the “Harvey Street Mixed-Use Area”. Specific recommendations for this area, which is bounded by University Avenue, Ridge Street, Harvey Street and Summit Place, call for community mixed-use with commercial, restaurants, office, and retail on the first floor, and residential and offices on upper floors. First floor residential may be accommodated along courtyards, open space, or at the rear of the building; first floor residential along the sidewalk is discouraged unless separated by a raised first floor elevation, open space separation or other appropriate architectural/landscape treatments to maintain privacy within these units. Maintain commercial focus along University Avenue frontage with residential uses on Harvey Street, maintaining the neighborhood residential scale along Harvey Street. Redevelopment projects should include multiple floors; new buildings should have a minimum of two stories but not exceed five stories. Transition building height from University Avenue frontage with a two-story maximum along Harvey Street. Large scale surface parking lots to serve future redevelopment are discouraged (Plan pages 38-39).

Conclusion & Recommendations

Although the site will be developed as a single structure from a code perspective, it will appear as two separate buildings from the abutting streets, and Planning staff feels that the resulting buildings reflect the character of development recommended for the site by the Comprehensive Plan and Hoyt Park Area Joint Neighborhood Plan. The five-story building reflects the desired mixed-use form and meets the maximum height recommended along the University Avenue frontage, while the two-story townhouse building along Harvey Street reflects the desired transition to a two-story, residential form and character recommended by the neighborhood plan.