

UDC MEMO Planning Division

Department of Planning & Community & Economic Development

126 S. Hamilton Street P.O. Box 2985 Madison, Wisconsin 53701-2985 www.cityofmadison.com

TO: Urban Design Commission

FROM: Janine Glaeser, UDC Secretary

DATE: August 8, 2018

SUBJECT: ID 51507(UDC) – 555 West Washington Avenue. – Deconstruction of the Existing Two-Story

Office Structure and Construction of a new 5-story, Multi-Family Apartment Building in the

UMX district. 4nd Ald. Dist.

The applicant, Brendan Baxter with PJB-II In, and Knothe and Bruce Architects, are seeking Initial/Final approval to construct a new 5 story multifamily apartment building on West Washington.

Schedule

UDC received an informational presentation of the project redesign on May 23, 2018 (*report attached*) **Plan Commission** will review on August 20, 2018

Approval Standards

The subject site is zoned UMX (Urban Mixed Use District). All new buildings and additions greater than 20,000 square feet or that have more than four stories in UMX zoning shall obtain conditional use approval from the Plan Commission following review by the Urban Design Commission for conformity to the design standards in Section 28.071(3) of the Zoning Code and the <u>Downtown Urban Design Guidelines</u> and report its findings to the Plan Commission. In addition, the project as proposed would require approval of a height bonus.

Important Zoning/Planning Considerations:

Zoning Code Standards

The base height limit on the zoning map allows for four stories. Up to two "bonus" stories can be approved with conditional use approval. In this block of West Washington, the code requires stories above the fourth floor to have a 30 foot stepback.

To obtain a height bonus, the zoning code requires the Plan Commission make findings per the Downtown Plan and MGO §28.183(6)(a)(14). (refer to attached Planning Staff Report for conditions)

Staff Design Considerations

Staff recommends that the UDC reference key comments from the May 23, 2018 Informational Review:

- Must meet "exceptional design" qualification
- Simplify street facing elevation articulation
- Develop cohesive material palette
- Provide more detail on green roof terraces
- Consider a more prominent entrance feature
- Study warehouse design approach