



UDC MEMO Planning Division

Department of Planning & Community & Economic Development

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TO: Urban Design Commission

FROM: Janine Glaeser, UDC Secretary

DATE: August 8, 2018

SUBJECT: ID 46482 (UDC); 49166 (Plan Commission) – Demolition Permit and DC (Downtown Core District) to PD(GDP-SIP) (Planned Development District, General Development Plan-Specific Implementation Plan) to demolish a six-story commercial building and construct a nine-story, 120-room hotel with first floor restaurant-tavern and rooftop lounge at 118-122 State Street; 4th Ald. Dist. The applicant, 122 State Street Group, LLC, is seeking approval to demolish the six-story retail/office.

The applicant, 122 State Street Group, LLC, is seeking approval for a new nine-story, 117- to 120-room hotel with first floor restaurant-tavern and rooftop lounge. The applicant is seeking approval of a Planned Development zoning district to allow the height of the hotel to exceed the six-story maximum height allowed for most of the site and surrounding block on the Downtown Height Map in Section 28.071(2)(a) of the Zoning Code.

Schedule

- **UDC** referred the project on November 8, 2017 and then received an updated informational presentation on May 23, 2018 (*report attached*)
- **Landmarks Commission** reviewed the project on July 9, 2018 *and* found that the State Street and Carroll Street elevations are not so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark. (*report attached*)
- **Plan Commission** will review on August 20, 2018
- **Common Council** will review on September 4, 2018

Project Description

The subject site is located on the easterly half of the flatiron block bounded by State Street, N. Carroll Street, and W. Dayton Street, and includes frontage along all three of those streets. The proposed hotel development includes the construction of a new nine-story building with approximately 120 hotel guest rooms that will replace the existing 6-story building at 122 State Street.

The development team is requesting an amendment to the Downtown Height Map as part of a Planned Development District to allow **19 feet of additional height at 118-126 State Street**. The Height Map currently allows a maximum building height of 88 feet on the project site, with a 30-foot setback on State Street. The requested amendment seeks to construct to a maximum height of 107 feet on West Dayton Street and North Carroll Street, with a maximum height of 95 feet at the top of the parapet.

Approval Standards

The UDC is an advisory body on this request. As with any planned development, 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, including standard (2)(h), which pertains to applications for height in excess of that allowed in Section 28.071(2)(a), Downtown Height Map. **(PD Standards for Approval attached.)**

Staff Design Considerations

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

- Concerns regarding building heaving massing and height
- Review elevation design – Looks like 3 different buildings. Dayton & Carroll most successful.
- Consider alternate building composition – get rid of the “book ends”
- Encourage more pedestrian entries with more access in/out of building
- Provide more renderings of entire building with context, not just view from first floor.

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.