PLANNING DIVISION STAFF REPORT

March 13, 2019

PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 929 E. Washington Avenue

Application Type: Initial/Final Approval in Urban Design District No. 8

Legistar File ID # 54198

Prepared By: **Janine Glaeser, UDC Secretary**

Background Information

Applicant | Contact: Curt Brink from Archipelago Village and Doug Hursh from Potter Lawson, Madison, WI

Project Description: The proposed new eleven story mixed use podium building will be approximately 257,000 s.f. total, including a new parking structure, 11,000 s.f. of first level commercial pace, and upper level office space. The new building will be three stories at the street level with eight stories above. The proposed development will retain two existing buildings, 946 East Main St – the Wisconsin telephone Building and 949 E. Washington – The Wisconsin Employees Credit Union Building.

Project History/Schedule:

- The Urban Design Commission received an informational presentation on January 16, 2019.
- The Plan Commission is scheduled to review this item on March 25, 2019.
- The Zoning Text Amendment is scheduled to be reviewed by the Plan Commission on March 25, 2019 and Common Council on April 16, 2019.

Approval Standards:
The UDC is an approving body on the development request. The development site is within UDD 8 - block 13a & 13b, which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(15).

The building height does extend in the area of bonus stories in terms of dimensions because of the higher floor-to-floor heights for office and commercial use.

Summary of Design Considerations

In applying the standards, the code states that the Urban Design Commission shall apply the UDD #8 district requirements and guidelines as may be appropriate in order to implement the Core Development Principles of the East Washington Avenue Capitol Gateway Corridor Plan. In order to approve, ordinance requires that the development is found to meet the requirements and conform as much as possible to the guidelines.

Please note that a Zoning Text Amendment will be required to allow for the proposed building form.
The Planning Division supports the zoning text amendment (ID 54783), amending Section 28.173(6)(c) of the Madison General Ordinances to clarify the articulation requirements for Podium Buildings. This item is being introduced to the Plan Commission on March 25, 2018 and it clarifies that the articulation requirements for podium buildings applies only to the lower-base facades.

Subdivision (c) entitled "Massing and Articulation" of Subsection (6) entitled "Podium Building" of Section 28.173 entitled "Mixed Use and Non-Residential Building Forms" of the Madison General Ordinances is amended to read as follows:

"(c) Massing and Articulation. For lower-base facades, ~~M~~maximum building length along the primary abutting public street shall not exceed one hundred sixty (160) feet without a significant articulation of the facade. Lower-base ~~F~~facades facing a public street shall be vertically articulated at a minimum interval of forty (40) feet."

Conclusion and Recommendations

Staff recommends the UDC review the project against the requirements and guidelines of UDD 8 and the Core Development Principles of the East Washington Avenue Capitol Gateway Corridor Plan.

UDD #8 Height, Setback, and Stepback Considerations.

1. **East Washington Avenue:** UDD 8 Block 13a has a Min/Max setback requirement of 15'; however, per 33.24(15)(c)(2)(a) the UDC may allow greater setbacks to allow for articulation and usable public open space. The proposed site plan indicates a 15' setback along E. Washington. There is a street façade minimum three stories and maximum height of five stories and 56 feet. The stepback above the 3-5 story street facade must be 15 feet. The proposed building has a street façade of three stories and 50 feet.

There is a maximum overall allowable building height of twelve stories and 147 feet feet. Additional "bonus stories" height above twelve stories can be granted, provided code-compliant stepbacks are included and bonus story provisions are met**. This proposed eleven story building at 156 feet will be taller than an allowed twelve story building at 147 feet and will require a "bonus story" be granted.** *See bonus story summary below.*

2. **Main Street:** The standards require that along Main Street (Block 13b), there is a street façade minimum three stories and maximum height of five stories and 56 feet. The front building setback must be 15 feet and the stepback above the 3-5 story street facade must be 15 feet. There is a maximum overall building height of eight stories and 92 feet. Additional height above eight stories can be granted, provided code-compliant stepbacks are included and bonus story provisions are met. The proposed building portion on block 13b will be a five story parking structure at 50 feet.

3. **Bonus Stories.** The UDC can grant bonus stories per 33.24(15)(e)(12)(b)I & ii, provided they meet the meet the provisions in section C which requires the project include select features. The provision includes an allowed **Block 13a** three bonus stories or total 180 feet in height on AND **Block 13b** two bonus stories or total 114 feet in height.

UDC Comments from the 1/16/19 UDC Informational Review Included the following (*report attached*):

- Provide more information on glass reflectivity
- Provide more information on building massing and relationship to future phases
- Study relationship between landmark building and proposed parking ramp
- Confirm double row of trees along E. Washington, in both right of way and development frontage. Work with city Forestry.
- Provide more information on proposed signage locations (final signage is part of a separate application.)

Should the UDC find that the UDD #8 and bonus story requirements are met, specific findings should be made regarding the factors used in making this determination.