



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 902 East Main Street  
**Application Type:** New Office Building Development in UDD No. 8, Informational Presentation  
**Legistar File ID #** [58116](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

**Background Information**

**Applicant | Contact:** Doug Hursh from Potter Lawson, Madison, WI

**Project Description:** The applicant is providing an informational presentation on a new five story 92,000 s.f. office building with a five story above grade parking structure for the Wisconsin Housing and Economic Development Authority (WHEDA). The stand along parking structure will eventually be incorporated into the 929 E Washington project and a future mixed-use apartment building on East Main Street.

**Project History/Schedule:**

- The development team is planning to submit a land use application for this site later in the year. They will also provide updates on the overall block development phasing.

**Approval Standards:**

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

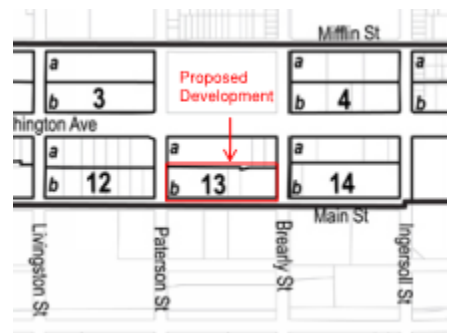
In applying the standards, the code states that the Urban Design Commission shall apply the UDD #8 district requirements and guidelines as may be appropriate in order to implement the Core Development Principles of the [East Washington Avenue Capitol Gateway Corridor Plan](#). In order to approve, ordinance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

**Summary of Design Considerations and Recommendation**

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](#). Staff notes the following considerations regarding consistency with these standards.

**UDD #8 Height, Setback, and Stepback Considerations.**

- 1. Main Street height & setbacks/stepbacks:** The standards require that along Main Street (Block 13b), there is a street façade minimum three stories and maximum height of five stories and 63 feet. The front building setback must be 15 feet and the stepback above the 3-5 story street facade must be 15 feet. **This proposed E. Main façade is shown as setback from the street between 15-30’ and four stories at approximately 63’ with an upper level stepback between 15-20’.**



There is an allowed maximum overall building height of eight stories and 92 feet. The proposed building portion on block 13b will be a five story building at 77'-8" and five story parking structure at 53 feet. **The buildings are well within the allowed building height.**

- 2. Paterson Street façade height setbacks/stepbacks:** The standards require that along Paterson Street (Block 13b), there is a street façade minimum three stories and maximum height of five stories and 63 feet. The front building setback must be between 0-10 feet and the stepback above the 3-5 story street facade must be 15 feet. **This proposed Paterson façade is shown as setback from the street between 5-10' and four stories at approximately 63' with an upper level stepback between 15-20'.**