



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 414 East Washington
Application Type: New Mixed-use Development in UDD #4 – Informational Presentation
Legistar File ID # [58990](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Randy Bruce, Knothe & Bruce Architects, Middleton, WI

Project Description: The applicant proposes to construct an 8-10 story mixed use building over lower level parking on a site in Urban Design District No. 4. The development team will be requesting (2) bonus stories above the allowed 8 stories in the Downtown Plan. The new development will include 152 apartments and 4,000 s.f. of commercial space with two levels of underground parking stalls.

Project Schedule:

- The development team is planning to submit a land use application in February

Approval Standards:

The UDC is an **approving body** on this request. The site is located in Urban Design District 4 (“UDD 4”), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(11).

The UDC is an **advisory body** to the Plan Commission regarding the “bonus stories.”

Summary of Design Considerations and Recommendations

Staff recommends that UDC review and comment based on the specific Guidelines and Standards of UDD 4, UMX district guidelines, Madison’s Downtown Plan, and Downtown Urban Design Guidelines.

Per MGO Ch28.183 – a conditional use application requesting bonus stories must meet the following criteria.

When applying the above standards to an application for height in excess of that allowed by [Section 28.071\(2\)\(a\)](#) Downtown Height Map for a development located within the Additional Height Areas identified in [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:

- 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.*
- The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.*
- The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them.*
- 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.*

In pre-application discussion, staff has raised questions regarding the rear yard transition, which currently steps down to the two story buildings behind, that zoning would allow to be developed up to 6 stories. Staff would also like feedback on the ground level activation, upper level gabled roof forms, and the overall building mass. The applicant has provided garage access on both the one-way Hancock and Franklin Streets to limit automobile circulation into the neighborhood and East Mifflin St. Bike Boulevard.