



PREPARED FOR THE URBAN DESIGN COMMISSION

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

## Background Information

**Applicant | Contact:** Doug Hursh, Potter Lawson, Inc./Curt Brink, Archipelago Village, LLC

**Project Description:** The applicant is seeking initial/final approval 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 UDC received an Informational Presentation on November 20, 2019
- The Plan Commission is scheduled to review this item at their June 8, 2020 meeting

### Approval Standards:

The UDC is an approving body on the development request. The development site is within Urban Design District 8 (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 that 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 four stories at approximately 63' with an upper level stepback between 15-20'. It is setback from the street between 15-30 feet. While the code states this setback must be between 5-20 feet, the code allows greater setbacks to allow for façade articulation or pedestrian plazas. **Staff believes the portion of the Main Street façade that exceeds 20 feet could be found to meet this standard.**

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'.**

Staff also asks that the UDC review their comments from the November 20, 2019 Informational Presentation:

- Is there any way to continue an arcade along there, step it back? Is there a plan to make that commercial space to activate that side of the building on Main Street?
- My only caution is where you peeled back and you've got an occupiable area in all of those exposed beams, ice fall, you're going to have bird remediation there or something. The birds are going to love it. How those beams come across, you're going to have to be careful they don't look to spindly.
- Questions/concerns regarding overall project phasing – review timeline for parking and other portions.
- This is the way you do old and new.