

Ad Hoc Landmarks Ordinance Review Committee  
Meeting of November 19, 2020  
Legistar 56918

Document #33 of Legistar 56918 addresses, in part, whether the draft ordinance can effectively guide new commercial construction.

I believe the draft ordinance will not adequately guide new commercial construction. The recent proposal for 817 Williamson is an example of how the current ordinance does not work. And, since the proposed ordinance merely continues the "visually compatible" standard, how the draft ordinance will not work.

The Landmarks Commission found 817 Williamson "visually compatible." The Plan Commission, tasked in part with determining whether a proposal conforms to adopted neighborhood plans, found the 817 proposal incompatible with BUILD II. BUILD II (formally known as *Design Guidelines & Criteria for Preservation: Williamson Street, 600-1100 Blocks*), was adopted by the Council in 2005. The resolution adopting BUILD II also resolved that: "Planning Unit staff is hereby directed to prepare the necessary ordinance amendments to update the Third Lake Ridge Historic District Ordinance."

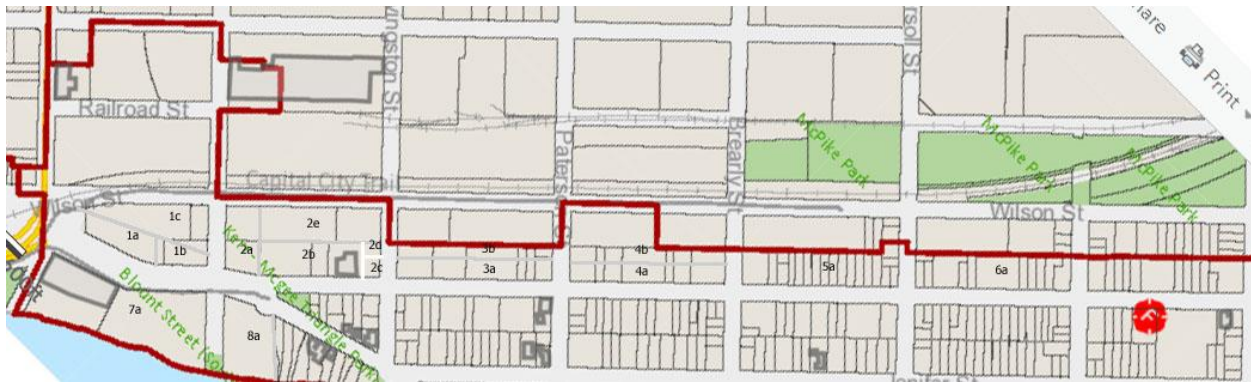
Thus, the Plan Commission takes into consideration the standards set forth in BUILD II while the Landmarks Commission assesses visual compatibility. Two different review standards, leading to two different results.

Since the Council has already determined that BUILD II should be incorporated into the TLR ordinance, it would make sense to do so and would reduce, or eliminate, conflicting review standards. One possible way to incorporate BUILD II is to create an ordinance section similar to what is used for Urban Design District No. 8 (East Washington Capitol Gateway Corridor). See Appendix A, attached.

Please note: Attachment A is a bit messy, but it does convey the idea of having a map and a table with requirements/guidelines. There is also a BUILD I, which centers on the Baldwin/Williamson intersection. There are areas of Williamson not covered by either plan, so some extrapolation of standards would be needed, as would, perhaps, some modification of standards (e.g., are 90-foot long colonnades appropriate).

Respectfully Submitted,  
Linda Lehnertz

## APPENDIX A



Block	Maximum Bldg. Height (stories/feet)	Bonus Stories <sup>1</sup> <i>a, b, c, d</i>	Minimum Stepback of bonus story from property line
<b>1.a.</b>	4/48		
<b>1.b.</b>	3/35 <sup>2</sup>		
<b>1.c</b>	5/54	<i>b, c, d</i> 2 stories, 85' max height	
<b>2.a.</b>	5/54		
<b>2.b.</b>	5/54		
<b>2.c.</b>	2.5/35		
<b>2.d.</b>	3/35	<i>b, c, d</i> 1 story	45/30 feet <sup>4</sup>
<b>2.e.</b>	5/54	<i>b, c, d</i> 2 stories, 85' max height	
<b>3.a.</b>	2.5/35 <sup>3</sup>		
<b>3.b.</b>	2.5/35 <sup>3</sup>	<i>b, c, d</i> 1 story	45/30 feet <sup>4</sup>
<b>4.a.</b>	2.5/35 <sup>3</sup>		
<b>4.b.</b>	3/35	<i>b, c, d</i> 1 story	45/30 feet <sup>4</sup>

<sup>1</sup> *a*: bonus story, up to a maximum height of five stories, may also be permitted if a project incorporates significant publicly accessible green space along Lake Monona.

*b*: preservation

*c*: affordable housing

*d*: structured parking

<sup>2</sup> The view of the Capital from the 700 block of Jenifer is to be preserved under several plans adopted as supplements to the comprehensive plan.

<sup>3</sup> Flat roofed buildings can be 3 stories.

<sup>4</sup> 45 feet for residential structures; 30 feet for mixed-use flat-roofed structures

5.a.	2.5/35 <sup>5</sup>		
6.a.	2.5/35 <sup>5</sup>		
7.a.	4/48		
8.a.	4/48	<i>a</i> 1 story	
700-1100 South	2.5/35 <sup>5</sup>		

## Commercial and Mixed-Use

### Height

- a. Requirements
  - Maximum heights are reflected in the table.
- b. Guidelines
  - Special corner features for such structures at the corner of the block which exceed height limits for the district along Williamson Street may be approved.

### Mass

- a. Requirements
  - No building shall be wider than 60 feet.
  - The total mass of a new building shall appear compatible with that of surrounding buildings.
  - Articulation and breaks in the facade must be sufficient to maintain the rhythm of masses and spaces of existing historic resources in the visually related area.

### Facades

- a. Requirements
  - Large storefront windows with a sill height 18" to 36" above grade surmounted by transom windows with side pilasters.
  - Parapet caps or cornices shall be incorporated to terminate the top of façade.
  - For buildings with multiple commercial tenants, a sign band should be included in the design to maintain consistency in the building design.
- b. Guidelines
  - For corner buildings, angled corner entrances are encouraged.
  - Proposals should strive to maintain compatibility with adjacent cornice lines, floor to floor heights where these are strongly expressed, sign bands, and any other elements which serve to unify the street elevation as a whole.

### Roofs

- a. Requirements
  - Roofs shall be flat.
  - Flat roofs may be pitched not to exceed x:x.

### Windows

- a. Requirements
  - Upper floor windows shall have a vertical pattern and be regularly spaced.

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<sup>5</sup> Residential TR-V2 can be 3 stories/40 feet if greater than 2 dwelling units.

- Glass must be transparent; reflective or non-transparent glass is prohibited. Except, decorative spandrel glass or other nontransparent glass for screening purposes may be approved.
  - Bay windows are not permitted except if they have sides perpendicular to the wall and if they do not extend beyond the eaves of the roof.
- b. Guidelines
- Wood, aluminum clad wood, and steel windows are encouraged.
  - Aluminum, vinyl, or fiberglass are permitted.