



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 341 State Street, 315-319 W. Gorham Street, 321 W. Gorham Street, 322 W. Johnson Street

Application Type: Planned Development: New Mixed-Use Building for Student Housing, Retail, Affordable/Workforce Housing and Incubator Space
Informational Presentation/Planned Development (PD) Pre-Design Conference

Legistar File ID # [63798](#)

Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Brian Munson, Vandewalle & Associates/Mark Goehausen, Core Campus Manager, LLC

Project Description: The applicant is providing an informational presentation for a ten-story mixed-use building that will include new student housing, retail, affordable/workforce housing and incubator space. The applicant will be seeking a rezoning to Planned Development (PD) to request additional height that is inconsistent with the zoning map.

Project Schedule:

- The applicant anticipates filing a land use application in early 2021.

Approval Standards:

The UDC will be an **advisory body** on this request. This request will be submitted as an alteration to a development in the Planned Development (PD) Zoning District, subject to the approval standards of MGO §28.098. The UDC is required to review the General Development Plan and Specific Implementation Plans and make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter.

Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC review the project against the PD Zoning Statement of Purpose and Standards and consider and give comments related to the exterior design, size, and overall massing of the proposed development, which is designed as a singular building. In making their findings, staff requests that specific feedback is also provided related to the building height, which is proposed to exceed the current height limits recommended in the Downtown Plan and codified in the Zoning ordinance.

The Downtown Plan includes this property within the State Street Subarea that recognizes that while there are opportunities for some larger scale redevelopment, generally away from the State Street frontage as noted in the height map. The plan includes discussion that buildings should be carefully designed to maintain the predominant smaller-scale rhythms of the street frontage.

In regards to height, the Zoning Code requires a four (4)-story height limit that increases to six (6) stories 132 feet back from State Street. The balance of this site has a mapped height maximum of eight (8) stories. The submitted plans appear to comply with the four and six-story heights, though portions of the area with an eight-story limit are proposed for 10 stories. A copy of the height map is included as an appendix to this report.

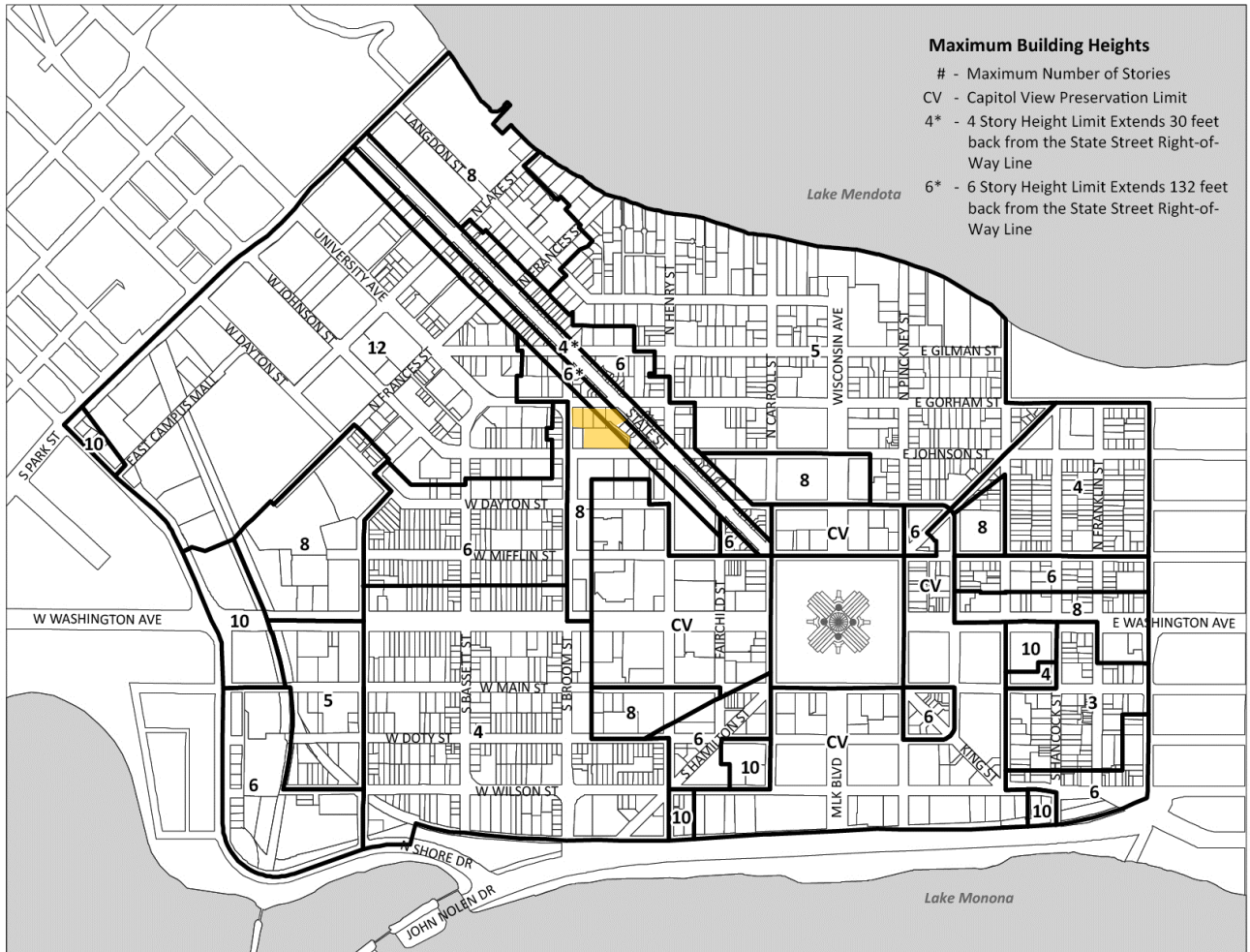
This is not an “additional height” area as provided for in certain parts of the Downtown. As such, the procedural mechanism to request height in excess of what is allowed is through Planned Development (PD) zoning. The following standard specifically applies:

28.098(2)(h) When applying the above standards to an application for height in excess of that allowed in [Section 28.071\(2\)\(a\)](#) Downtown Height Map, except as provided for in [Section 28.071\(2\)\(a\)1.](#) and [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:

1. 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.
2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
3. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.
4. 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.

Staff request that the Commission’s feedback include direction related to these standards and the other PD standards listed in Appendix 2.

ATTACHMENT 1 DOWNTOWN ZONING HEIGHT MAP- With Subject Site Highlighted (Orange)



ATTACHMENT 2
PD Zoning Statement of Purpose and Standards

28.098 (1) Statement of Purpose.

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials. In addition, the Planned Development District is intended to achieve one or more of the following objectives:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.
- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.
- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.
- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.
- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.
- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

28.098(2) Approval Standards for Project

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

- (a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:
 - 1. Site conditions such as steep topography or other unusual physical features; or
 - 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.
- (b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.
- (c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

- (d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.
- (e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.
- (f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.
- (g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.