



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 1103 Jenifer Street & 511 N. Ingersoll Street  
**Application Type:** Planned Development (PD), Pre-Design Conference for Proposed Lot Division and Potential Structure Relocation/New Construction – Informational Presentation  
**Legistar File ID #** [67084](#)  
**Prepared By:** Kevin Firchow, Acting UDC Secretary

## Background Information

**Applicant | Contact:** Eric Welch

**Project Description:** The applicant is providing an informational presentation regarding a Planned Development (PD) to facilitate the creation of three parcels, including one new development site. Among the considerations for the new development site is the possible relocation of a three-story, three-unit structure at 151 West Wilson Street.

### Project Schedule:

- The applicant anticipates filing a formal land use application in the near future.
- A certificate of appropriateness was issued by the Landmarks Commission on August 5, 2021 (Legistar #[66286](#)).

### Approval Standards:

If formally submitted, the UDC would be an **advisory body** on the rezoning of the property to the Planned Development (PD) Zoning District, subject to the approval standards of MGO §28.098. The UDC would be 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 that Subchapter.

## Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC provides feedback related to the aforementioned standards. A copy of the related information is included as an appendix to this report.

From a process standpoint, the Zoning Code requires that prior to the submittal of an Planned Development (PD) Zoning application, an applicant must first present at a “Pre-Design” conference (also referred to as an informational presentation) with the UDC. PD Zoning is being considered as the proposed lots would be too small to conform to existing or other conventional zoning district standards.

The intent of applicant’s concept is to divide the subject property into three lots. Two lots would be for existing structures, with a third lot creating a new development site.

More specifically, the proposal would establish a new 40.15-foot wide lot on Jenifer Street, and separate parcels for the existing church at 1103 Jenifer Street and the former parsonage building at 511 S. Ingersoll Street. The new undeveloped parcel, labeled as “Lot 3,” would approximate the residential lot sizes of that block face of Jenifer Street. The Certified Survey Map (CSM) to create the lots has been issued a Certificate of Appropriateness by the Landmarks Commission. UDC is technically not a reviewing body on the actual CSM, but will be advisory on the related request to establish PD zoning on the site.

PD zoning typically includes a request for additional development. At this time, the scope of future development is not known, though staff understands that the applicant is contemplating options for the undeveloped “Lot 3.” One option referenced in the application is the possible relocation of a three-story, three-unit residence currently located at 151 West Wilson Street. The demolition of that structure was approved by the Plan Commission in May 2021, as part of a larger redevelopment at 145-151 West Wilson and 309-321 South Henry Street.



The above photo shows the three-story, corner residence that is being contemplated for a potential move Sheet 19 in the attached plan set shows the proposed CSM and a concept in which the pictured house is placed on the proposed lot. Dimensions showing the exact side yards are not labeled.

Another option being considered is new construction on “Lot 3.” No details on that aspect of the request are currently provided.

As the site is in a local historic district, either the structure relocation or new construction would also need formal approval by the Landmarks Commission prior to proceeding. By ordinance, the Landmarks Commission would need to act prior to UDC consideration of either scenario.

While this application lacks the level of detail that is typically seen for informational presentations, staff believes that there is enough data for UDC to provide general feedback on the general pattern of development that would be established. In effect, this is creating a new, approximately 40 foot-wide development site along Jenifer Street. Staff first requests the UDC feedback provides feedback on that concept. While there is not much information provided, staff also requests the UDC provide any feedback related to the possible structure relocation to this newly created lot.

**ATTACHMENT**  
**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.
- (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.
- (i) When applying the above standards to an application to reduce or eliminate stepbacks required by Section 28.071(2)(c) Downtown Stepback Map, the Plan Commission shall consider the recommendations in adopted plans, including the downtown plan. No application to reduce or eliminate stepbacks may be granted unless it finds that all of the following conditions are present:
  - 1. The lot is a corner parcel.
  - 2. The lot is not part of a larger assemblage of properties.
  - 3. The entire lot is vacant or improved with only a surface parking lot.
  - 4. No principal buildings on the lot have been demolished or removed since the effective date of this ordinance