

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** January 13, 2021

TITLE: 4702 Sheboygan Avenue – Madison Yards  
Block 1 in UDD No. 6. 11<sup>th</sup> Ald. Dist.  
(63440)      **REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary      **ADOPTED:**      **POF:**

DATED: January 13, 2021      **ID NUMBER:**

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Members present were: Cliff Goodhart, Chair; Jessica Klehr, Tom DeChant, Rafeeq Asad, Syed Abas, Christian Harper, Craig Weisensel, Shane Bernau, Lois Braun-Oddo and Russell Knudson.

**SUMMARY:**

At its meeting of January 13, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for Madison Yards Block 1 located at 4702 Sheboygan Avenue in UDD No. 6. Registered and speaking in support were Sean Roberts, representing Summit Smith Development; and Ethan Skeels. Registered in support and available to answer questions were Kevin Yeska, representing JSD Professional Services, Inc.; Shawn Zimny, representing Gilbaine Development Co.; and Aaron Ebent, representing Kahler Slater. Registered in opposition but not wishing to speak was Patricia Filas-Mortensen.

The project on Block 1 at the southeast corner of the site is the biggest block on Segoe and Sheboygan and consists of a 7-story anchor office building with 9,000 square feet of retail, a two-story retail envisioned as brewpub restaurant, parking structure and wrapping the building is a single loaded five-story connected residential building. The design is continuing to evolve, amenities will be added to the final submittal including a connector from parking to the office building, and a terrace to the sixth floor of the office building on the southeast corner looking down Segoe. The residential building wraps around the parking structure with no space between the two, serving the office and residential. Floor to ceiling glass is maintained for the office use, with paired deeper metal fins staggered to provide visual interest. Materials include dark bronze and lighter gray tone for the horizontals. The base has brick masonry piers and canopies for the office space. Landscaping along the first floor residential provides some privacy along with pedestrian experience.

The Commission discussed the following:

- When you look at the Block 1 and other projects we've seen in the area, it's worth noting there is a complementary but diverse set of design materials in this area, I applaud you for that. It fits really nicely together. Overall I like what you did with the office building as far as subtle accent features with standard office type glass. Good use of land and site with the single loaded corridor residential, I like the design, good articulation, not overly complex.

- I think the residential is more successful than the office building, it is a bland box. It could still do a little bit more, I'm not a fan of the fins. Some of those darker elements are more extruded than others. It could be better than a series of squares. I like what you did on the angled side of the residential.
- Exterior of the parking ramp we'll want to consider. I like the super grid pattern, but I would encourage external structure that could reduce solar impact, maybe something with the fins. It did make me want more for the residential building.
- The façade of the Gardener Road apartment building is a little flat, could be a little play with the materials not lining up quite as perfectly as that. I'm torn about the office building, there's something about it that's quirky, it has a personality. I can see it both ways, it's a big glass box but it has some interest so I applaud the effort there. Maybe give the occupants more outdoor space, a bit of push and pull, that would be a nice amenity. I want to see exactly what the elevation of that parking structure looks like, and also where the snow chutes will be, there could be some nice integrated design for that.
- The outdoor rooms on the units facing Segoe are awesome, they're huge.
- I feel like I have some of the same sentiments with regard to the super grid, it has a certain fussiness for the sake of visual interest that will soon be dated. I would suggest something more timeless, a simple base middle top organization, right now it's not well sorted out at all. I also want to call the Commission's attention to the Segoe Road side as mentioned with the parking ramp. If I recall the discussions in the GDP there was quite a bit of discussion on the amount of parking ramp that would face the public street, or even the internal streets, I don't know what the parking ratios need to be and what the slope is, but it would be nice if some of that residential could wrap around. This is an SIP and we want to make sure we have a good understanding before it comes back in final form.
- What percentage of shared parking are you doing?
  - We are looking at finalizing the count, what we've presented here is our maximum. We will have dedicated office parking, nights and weekends that retail and restaurant have more uses. We are providing one spot per unit, we don't want to over build the parking while still meeting our obligations to tenants. We understand the sensitivity to the Segoe facade, due to the length we need to get the cars up without a speed ramp and make the parking viable.
- Was there any consideration of putting the office building along the ramp as well?
  - We do have some view considerations, we also want to create the Madison Yards Way experience with the retail. The office is market-driven, the glazing is set at 5-feet so its orientation is deliberate.
- Strongly echo comments on needing to see that Segoe Road façade, specifically the parking garage, how it addresses the street, what happens along the first floor. That view should also include the bridge structure you mentioned. How all of that is resolved needs to be made much clearer to us.
- You're doing a lot on that Segoe façade with materials, I want to underscore the concept of that perforated metal could serve a function on the office tower, provide heat relief, give mystery to the building.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.