

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** September 6, 2017

**TITLE:** 211 North Carroll Street/200-220  
Wisconsin Avenue – Madison Area  
Technical College Downtown Site  
Redevelopment. 4<sup>th</sup> Ald. Dist. (48450)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

**DATED:** September 6, 2017

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Dawn O’Kroley, John Harrington, Tom DeChant, Rafeeq Asad, Amanda Hall, Lois Braun-Oddo and Cliff Goodhart.

### **SUMMARY:**

At its meeting of September 6, 2017, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the redevelopment of the Madison Area Technical College Downtown Campus located at 211 North Carroll Street/200-220 Wisconsin Avenue. Appearing on behalf of the project were Victor Villacrez, Mike Slavish and Mark Bastian, all representing Hovde Properties, LLC; Joe Pereles, representing Drury Hotels; Kevin Whitfield, representing Drury Southwest, Inc.; and Shane Bernau, representing SmithGroup JJR. Registered and speaking in opposition were Fred Mohs and Franny Ingebritson.

The plans call for the reuse of the Madison Technical College building and a new 10-story building with potential uses of the combined programs being office, retail, perhaps a grocery store and the hotel within the existing building. A below grade four-level parking system would be constructed to serve both components. Within the first floor will be off-street loading to serve both functions. The historic arch will celebrate the entrance to the lobby core serving the occupants of the office space and the functions of the retail components.

Wisconsin Avenue has a double-wide right-of-way, which affords them approximately 30-feet between the curb and the property line, with the others at about 12-feet. One of their goals to address the Downtown Plan is to activate the streetscape, especially on Wisconsin Avenue, which will most likely mean removal all five of the Ash trees there. Vegetation and trees around the rest of the site will be protected as much as possible. Street trees will be added, along with other vegetation along Johnson Street. Carroll Street will have the main entry to the hotel with a potential drop-off for the hotel, and as you wrap around the corner of Carroll and Dayton Streets there will be a garden space with additional street trees. There is currently an 8-foot grade transition from the street to the entry level on Carroll Street; they are working on which way into the hotel is best from an accessibility standpoint. A loading area will be located between the two buildings as well as an egress for vehicular traffic onto Dayton Street. After holding a neighborhood meeting they did mock up what the development would look like with a 5-foot setback all the way around the building. The 9<sup>th</sup> floor Johnson Street side would have a stepback to provide a terrace amenity for the occupants, and to step the building down as it nears the Mansion Hill Historic District, which has heights of 4-5 stories. Full size canopy trees will be installed

along Wisconsin Avenue. They will be pursuing tax credits through the Parks Service. Building materials are not yet finalized.

Fred Mohs spoke in opposition, noting the surrounding heights and setbacks in this historic neighborhood. This would set a precedent that would work its way up through the neighborhood on the Wisconsin Avenue side.

Ald. Verveer noted a neighborhood meeting was held on August 15, 2017. Overall he has not heard in that meeting or in subsequent communications any real concerns about the hotel adaptive reuse. He concurred with concerns about the new construction and how to maximize sidewalk widths for the heavy pedestrian traffic. The historic setbacks were previously discussed when there was the possibility of Madison College expanding their culinary school at this location.

Comments and questions from the Commission were as follows:

- The historic arch is 8-10 feet above grade, in your rendering it appears to be at grade. How are you handling that? I'm wondering how that will be maintained if it's touching the building.
  - This will be catalogued and de-mounted to be brought down to level one grade. It will be incorporated within the façade, with the notion to celebrate the limestone of the arch.
- The new architecture in no way feels as though it's embracing or celebrating the arch. I would do a new modern building on this façade, take the arch and put it in your courtyard and let it continue to be free-standing, maybe continue to have it on a plinth and have a grand stairway. I don't know that integration in that façade will be successful.
- It doesn't feel like the actual location of it is as relevant anymore once you go to that extent. It should be an art element separated from the structure.
- I would echo that.
- I would disagree with that. I do like the way you've decided to use it, but I do agree that you did not use it the way it should be used. If you can tie it in, it doesn't fit with everything else. Maybe it's the Art Deco, or nothing solid around the arch.
- The 5° angle doesn't do much, there needs to be more of a statement with that angle.
- I'm fine with the hotel portion but I am concerned about Wisconsin Avenue. Partly because we've lost it everywhere else. Even West Washington Avenue has been a struggle to maintain.
- How would Madison do with a multi-story grocery store?
  - There hasn't been a decision made yet about the grocery store, but I can cite a few examples. Mariano's, which is a division of Roundy's, they have a number of urban grocery stores that are two levels. We were looking at a similar model, we're not sure that particular brand will work here because we have 20,000 square feet and they typically look for 40,000 square feet. As for the setbacks on Wisconsin, currently from the back of curb to the property line is 30-feet, it's a wide right-of-way already. We too want to create a great pedestrian experience on all sides of the building, but I wanted to point that out that it is wide already.
- I don't think it's an issue so much with the underground parking. I think it could work.
  - The Downtown Plan recommended 15-foot setbacks on the diagonal streets from the Capitol. If you go back to John Nolen's plan for the city, he favors the idea of setbacks but it's usually in looking at streets like State Street or Williamson Street. When he looks at specifically at the block around the downtown, it's all focused on what is now MLK towards Monona. I think you could maybe take that side and flip it over symmetrically, but the two sides of MLK versus Wisconsin Avenue are actually very different, they have different viewsheds, you can understand why he focused on that view to Monona. But you can't see the lake when you stand at the base of Wisconsin Avenue.

- I would ask for more detail on your first image that says zero setback on the 100 Block. I would study the Concourse in more detail specifically. 90% of that building is setback 10-feet or something like that, I would look at the mass not just what touches the ground.

**ACTION:**

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