



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 202 N. First Street
Application Type: Public Building, Development in UDD No. 4, and PD r(GDP-SIP)
Final Approval is Requested
Legistar File ID # [56314](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Brent Pauba, City of Madison Engineering Division/Jeryl Aman, MSR Design

Project Description: The applicant is seeking final approval of the Madison Public Market to include permanent vending stalls, shared vending stalls, an anchor storefront space, flex space, kitchen/food processing space, event space, administrative office space, and outdoor plaza areas.

Project Schedule:

- The UDC granted Initial Approval on February 12, 2020
- The Plan Commission approved this proposal on February 24, 2020
- The Common Council approved this proposal on March 3, 2020

Approval Standards:

The UDC is an **approving body** for both Public Buildings and a site within an Urban Design District. The Urban Design Commission shall approve plans for all buildings proposed to be built or expanded in the City by the State of Wisconsin, the University of Wisconsin, the City of Madison, Dane County, the Federal Government or any other local governmental entity which has the power to levy taxes on property located within the City. The development site is also within UDD 4, which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(11).

The UDC is an **advisory body** on the PD request. 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

Staff recommends that the UDC review the project against the requirements and guidelines for public buildings, UDD 4, and the approval standards for Planned Developments. Further, staff advises the UDC to base their review on the specified approval conditions from the February 12, 2020 meeting:

- Revisit the landscape plantings near the northern inside corner of the building to verify that they can tolerate a lot of shade.
- Further investigate where the external EIFS cladding material will need to be replaced, such as where it is in contact with the ground and where it would be at risk due to contact with equipment.
- Provide more information on the long-term viability of the external high impact EIFS material.
- Keep the rooftop mechanical screening. On the Southern elevation, clarify what is existing equipment and what is proposed.
- Clarification regarding the window system of the southern façade, confirm whether it will be a new glass curtain wall system or remain as the existing kalwall system.