

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 31, 2021

TITLE: 2902 Dryden Drive - Planned Multi-Use **REFERRED:**
Site. 12th Ald. Dist. (64505)

REREFERRED:

REPORTED BACK:

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

DATED: March 31, 2021 **ID NUMBER:**

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

SUMMARY:

At its meeting of March 31, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a Planned Multi-Use Site located at 2902 Dryden Drive. Registered and speaking in support was Kevin Burow, representing Knothe & Bruce Architects, LLC. Registered in support and available to answer questions was Alan Steinhauer.

This project is Phase 2 of Prism built last November. The existing site is a one-story vacant bank building. This next phase of development is a four-story multi-family building. Moving the setback closer to the road is being evaluated by the City, closer to the road provides a better street presence. The main entry is off Dryden and North Shore Drive, with 43 stalls coming in to lower level parking. The fourth floor steps back with community room similar to the first Prism building. All residents have access to outdoor space with views out to Warner Park. The detailing is very similar to the first Prism building that has been very well received in the area, with exception to changing the accent color from the red and insets of architectural details to a blue color. Perspective views were shared showing the main entry and stair entry point closer to the parking area.

The Commission discussed the following:

- Ald. Abbas noted he held a neighborhood meeting, overall feedback was very positive because Prism 1 was very successful.
- This neighborhood has tons of families, I'm curious as to the addition of more 1 and 2-units and if possibly families can be serviced here and if the neighborhood is interested in that.
 - The first building was a similar mix of units and that leased up immediately, there's still a high demand for the smaller ones, one and two bedroom apartments.
 - (Ald. Abbas) That question is really valid, that question was asked. People really want to see affordable three-unit and I had that discussion with the owner of the building. The one thing about the previous building is they kept the rent according to the surrounding area, so I will

personally encourage the developer and I've already required at least a couple of three-bedroom units.

- I like the project, you're staying true to the Prism 1 and there's a nice cohesiveness between the two. I'm curious about the roof deck location, why at the back of the building? I'm questioning if that's really the view you'd want for people.
 - You are right it is looking towards the back of the existing mall. There was a very nice mural that has helped lighten up that area. Our main consideration is the long views towards Warner Park, with the thought that the mall would likely be redeveloped in the future, and a street connection would open up that view corridor.
- With regard to the siting of the building, if we look at the patterns of development along Northport Drive, do we really want to shove this thing right up against a six lane highway when the driveway between the two is a proposed street? Maybe by bringing the building closer to Building 1 that could actually be a better living environment for the tenants. Flip the site plan and so the buildings have a better relationship and the living units are off that six lane highway.
- I had a similar thought about the traffic on Northport. The sidewalks going to porches or decks, do you see a main entrance to these porches or is that just a conveyance to get out onto the sidewalk? I do think there would be a huge benefit to pushing that away from Northport, there's also then an opportunity for mature trees on Northport.
 - Initially we had it pushed back, we do not know the timing of the future street coming in to play. I'm not really sure how to address that with City departments discussing that. We would not mind being further back.
- Sometimes these urban design edicts aren't one-size-fits-all.
- Northport is a highway with one of the more ignored speed limits around town. I'm not sure stretching it out to 50-feet is really aesthetically going to make a huge difference. How do you foresee that roof plaza, grilling, planters, it's hard to envision what that's like.
 - This roof deck area is going to be flush with the adjacent units. We'll be introducing a staircase up to it, with grilling areas that both buildings can share. The fourth floor level is just for the residents of Prism 2.
- I was pleased to see that they followed up our suggestion of planting a row of fast growing evergreens that in pretty short order will make a nice green wall so Prism 1 residents won't be looking out at dumpsters. Keep that in mind for Prism 2.
- Moving the building back and having the parking lot in front is very interesting. For us to think how we design the highway into more pedestrian friendly, same as Packers Avenue. I've seen having the buildings close to the road and creating that congestion and narrowness stop people from driving much faster. We should also think about future buildings on a highway, working with Traffic Engineering to work on design to promote slowing down.
- I wouldn't want parking between Northport and the building, maybe a rectilinear building and not an L-shape.
 - Part of the reason for the L-shape was to provide more privacy for residents, the longer building loses that. That roof top deck will be gated with fob access.
- In light of that I would be more inclined to pull it closer to Phase 1 so they don't have to walk across a parking lot and it feels more like a community amenity.
 - It depends on if the City allows for parking along Northport. If we went to a long narrow building we would potentially lose some stalls.
- Shift the roof deck over to Dryden south of the main building, have the parking line up to keep the L-shape but now you've got parking where the roof deck was.
 - We'll have to evaluate the grades for the parking garage.

- Trying to reduce the exposure to Northport by going long, but parking on the west side is probably more realistic. It might be that the curb cut has to stay where you're showing it. Trying to get that common amenity closest to both the buildings, especially with our cold weather.
- I see this future street and the two buildings facing each other and having more of a direct relationship to each other than facing the building on Northport being best for the residents long-term.
- There was a lot of discussion on that north façade with Phase 1 with the horizontal element.
 - We're looking at doing a blade sign for Prism 2 and now there are decks at that corner as opposed to a solid mass.
- Put in a consideration for putting that building where it is. The City has put up a fence in the median between the lanes of traffic because there's a sizable population of people walking across Northport at this area. If it could be slowed down because a building is closer to the corner and this acts as a place for people to land it would be a good addition. It's so unfriendly for pedestrians in this area.

ACTION:

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