

AGENDA # 3

City of Madison, Wisconsin

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| REPORT OF: LANDMARKS COMMISSION | PRESENTED: February 20 th , 2017 |
| TITLE: 200 S Pinckney St. (Block 88 & 105), Informational Presentation – Judge Doyle Square – New (Underground) City Parking Facility & New Mixed-Use Development adjacent to a Landmark | REFERRED: REREFERRED: REPORTED BACK: |
| Contact: Stephen Mar-Pohl, InSite Consulting Architects, LLC | |
| AUTHOR: Amy Scanlon, Secretary | ADOPTED: POF: |
| DATED: February 20 th , 2017 | ID NUMBER: 46063 |

Members present were: Stuart Levitan, Chair; Anna V. Andrzejewski, Vice Chair; Erica Fox Gehrig, Alder Marsha A. Rummel, Lon Hill, and Richard Arnesen. Excused was David WJ McLean.

SUMMARY:

John Paul Beitler III, registering in support and wishing to speak.
Patrick O'Brien, registering in support and wishing to speak.
J. Paul Beitler II, resitering in support and available to answer questions.
George Austin, registering in support and wishing to speak.

George Austin provided a brief introduction to the project's history and City-initiated inception. He gave an overview of the scope of the project as well as a description of the steps they've taken so far.

Levitan congratulated Austin's recognition on Block 100.

Levitan asked for an update on the Madison Municipal Building project. Natalie Erdman, Director of the Department of Planning & Community & Economic Development, discussed the bids for the Madison Municipal Building that came in significantly higher than the anticipated budget. City Engineering will be revising the scope of the project and will be re-bidding it in March.

Beitler III provided information about the proposal. Their intent is to provide something visually appealing/artistic while also complying with the City's requirements. There is a parking component on Block 88. There are three towers between two sites that will be comprised of a hotel & apartment buildings. The towers are privately owned & built, and will pay a ground lease to the City for 99 years. The building forms are modeled after the Monona Terrace's curves, but they are vertical rather than horizontal. The materials will be comprised of glass and stone. The tower masses will be held away from the adjacent landmarks.

Rummel asked whether Beitler III could speak to how the parking structure works. Beitler III responded that the parking structure would go along block 88, have access from Doty (three entrances) and Wilson (three entrances). The middle lane is the switch lane (in or out) that provides access to the public parking garage. The other two will be in/out (one each) and provide access to private parking.

Levitan asked about signage for the hotel; where will it go, and whether it will look odd to have two (of three) buildings with no signage whatsoever. The Applicants do not anticipate having building signage for the hotel. If they do, it will be at grade as one walks into the hotel.

Arnesen asked why curving the buildings makes it further away from the Fess Hotel. Originally, the ellipse was on the property line. They then studied a rectangle, which would be set back, but kept the same distance the same way along the entire property line. Gehrig asked whether the curves start a floor up. Applicant responded that they will.

Levitan referenced sheet 1-08 and asked what the red hatched area between block 88 and the annex is. Applicant responded that it is the roof of the private parking, which would be an outdoor amenity area; a patio with landscaping. Arnesen asked whether there will be public amenities on the rooftops. Applicant replied that there will not be, and that all amenities in the second apartment building (on block 105) will be internal. Gehrig asked on what floor the amenity space is and where the outdoor amenity space is in relation to the Madison Municipal building. The outdoor amenity is on the third floor of the apartment building.

Levitan inquired whether, at one point in the planning stages, there was an iteration where Pinckney was a pedestrian area. Applicant responded that Pinckney will remain open in both directions. There will be a bike lane in both directions and wide sidewalks.

There was further conversation about where things will be situated by floor, and how the overall building will relate to the Fess Hotel and the Madison Municipal Building. The ground floor, which is predominantly retail, will be stone. Floors above that will be glass. Levitan asked why the stone matches the Madison Municipal Building and not the Fess Hotel. Per the Applicant, that's what the architects chose to do. Levitan went on to indicate that something still felt missing, and asked for further explanation on the choice of materials, etc. as they relate to the surrounding district. The two options are either maintaining the substantial material of the Madison Municipal Building or changing the material from block to block.

Gehrig asked for the size of the stone panels, and there was general discussion about the scale of the stone.

Arnesen asked whether the project had been presented to the Urban Design Commission. It has, in an informational capacity. Arnesen went on to ask whether there were requirements in the existing zoning for setbacks or step backs. Erdman replied that this building follows the Downtown Core Zoning requirements with two exceptions. First, the articulation of the building façades did not meet the zoning requirement. Second, the size of the openings of the garage along the street did not meet zoning. Traffic Engineering required the size of the building footprint for parking. As a result, it was decided that PD zoning would best suit the project.

Rummel asked why the windows were different shapes and proportions. The applicant replied that, on the ground floor, there are some areas that have openings for public parking (on Doty and Wilson).

As one continues towards Pinckney, there is a bike center or retail. Larger openings help promote the interior space. The height of the openings is fixed, in that it can't go above the first floor structure.

Arnesen opined that the Doty Street level façade is very important and feels that the easternmost/Fess adjacent building is not consistent with the district. The Applicant responded that the height of the stone connects to the datum on the Madison Municipal Building. Arnesen and Gehrig indicated that they would rather see all glass on the building furthest from the Municipal Building rather than stone at the street-level façade that struggles to conform to the feel of the area. Andrzejewski agreed.

Gehrig asked whether there will be enough of the existing Fess Hotel's (currently the Great Dane) exterior side wall intact to keep it exposed once the parking structure is demolished. Applicant and Erdman essentially responded that that's the hope. It's not something the Applicant can investigate fully until the demolition begins. Per Erdman, it will ultimately be the city's issue to deal with.

Rummel asked how a pedestrian gets to the garage, as three lanes seems wide. Next to each driving entrance, there is a vestibule that contains an elevator.

Levitan asked when the Landmarks Commission should anticipate seeing something to act on. Austin explained that the item will be presented at the March 20th, 2017 meeting.

ACTION:

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