

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 22, 2017

TITLE: 1004 & 1032 South Park Street – Three Buildings of 3-5 Stories Containing 12,287 Square Feet of Commercial Space, Five Live-Work Commercial Spaces Totaling 7,337 Square Feet and 152 Apartments with Underground Parking in UDD No. 7. 13th Ald. Dist. (46483) **REFERRED:**
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: March 22, 2017 **ID NUMBER:**

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

SUMMARY:

At its meeting of March 22, 2017, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new development located at 1004 & 1032 South Park Street. Appearing on behalf of the project were Jon Hepner, representing T. Wall Properties; and Jeff Davis, representing Angus Young Associates. Registered neither in support nor opposition and wishing to speak were Carrie Rothburd and Robert Lockhart.

Hepner and Davis presented plans for five-stories lofted, 12,000 square feet of additional commercial space, landscaping on Park Street that will be reflected on the Fish Hatchery sides, 152-units and five live-work units, with the building being rebranded.

Rothburd spoke in opposition to the project with regard to height.

Lockhart spoke in opposition to the project with regard to height and the building point.

Comments and questions from the Commission were as follows:

- What kind of glass is being used and are there residential units on the prow, the ground floor commercial space? I have concerns with birds crashing.
 - The glass will not be reflective clear vision glass, it probably needs to have some tint to it. As a team we will be designing the window treatments, because we understand that some will be closed, some will be open. To some degree that creates interest if it’s controlled. As we move forward at some point we will show a night rendering. The floor structure will be spandrel glass.
- Will the windows be operable? Will the windows be rounded, segmented at prow?
 - It’s going to be segmented, yes.

- That'll take a lot of study to see if that's comfortable. Being a round flat iron element which would traditionally be a different material than glass.
- The segmented glass on a tight radius like that is really going to change the character of these renderings if you don't go with bent glass, especially with the fact that it's not plumb either. It's going to look a lot different, so possibly think about another material that can be bent, because it is such a tight radius. You'll end up with mullions 18-inches apart if you don't buy the bent glass.
 - The intent is that this is butt glazed glass.
- Are the setbacks along Park Street the same as shown before?
 - From the point to the curb is 15-feet 5-inches off curb, the same as previously. On the other side on Fish Hatchery it's 20-foot 1-inch. There's patio areas in front with landscaping and planters in front of those as well. It's pretty well right up to the sidewalk.
- We also had some concern about the parking entry and that tight maneuvering. Were there Traffic Engineering concerns about that?
 - Yes we met about that yesterday. You're not seeing a rendering of that back façade because we realize that is an issue that we have to work on.
- You've started to introduce a separate bike ramp. That was a huge concern of mine, the confusion of that hairpin turn.
 - We're still working on revising that.
- Is the project still intended to be phased like before?
 - Previously wanted to phase it due to the length of time for construction and financing constraints. We're hoping this new iteration will allow us to find one lender that would allow us to build the project in one phase. If we needed to make confirmation on that for the Urban Design Commission we could do that internally. We'd like to do it in one phase.
- If it was phased I'd just like to know what Phase 1 would look like, stand alone.
 - Phase 1 would be the majority of the structure, the only piece would be this back portion that abuts to the back alley.
 - Phase 1 would be from the plaza entry to the point, and then back including the live-work units. The garage entrance would be only part that would be built as part of Phase 1.
- I appreciate you stepping back and looking at this thing again, and not trying to continue to morph that other design to something it wasn't meant to be. This is a big improvement.
- I second that notion. This is the direction I was expecting and hoping for. This is a distinguished building.
- I think it's improved too but I still have concerns. 15-feet from Park Street really doesn't allow us to put in canopy trees. I would look at something different from those tall planters you show along there, it's just a wall and doesn't serve any purpose. I want to reemphasize the concerns about glass and birds, it's something to think about.
- I second what the neighbor said about the apartments in those prows, it's like a Philip Johnson house where there's no privacy, they're definitely going to have blinds drawn. People are going to live in them, they'll be messy, they're going to have window treatments that aren't going to match. You'll be deliberate with the type of window treatment, but if they're going to be pulled all the time give them a view, instill their privacy a bit. Floor to ceiling glass in a living environment where people are living so close, it just doesn't make any sense to me. I like the look but it's not practical and I don't think it'll be attractive after people are living in it.
- I disagree, that's what urban living is. There are people who don't mind, I never draw my curtains. I can see everything my neighbor does.
- Disagree, urban living is just that.
- What they're showing is rather pristine, that's not what people on the outside are going to see, it's going to be drawn or it's going to be furniture pushed up against the glass, the back of somebody's TV.

- We can do renderings with some blinds drawn and some not, what it looks like with furniture inside.
- If you make that more solid it changes the entire look. It's a unique building and I like it, but if you made it more solid you'd lose a lot.
- If privacy is your concern you're not going to move into these.
- The planters really are barricading. The industrial proportions of the building are just beautiful. You need to have placemaking along the streets, planters that people can sit on, ins and outs. Not to invite them into personal spaces, but this isn't making it yet. The flat iron portion of the building looks like it just doesn't fit, it seems more disjointed or it's a sculptural piece that doesn't fit in. I also think that if you could go from 5-stories to 4-stories would be an appropriate way to handle that.
- Maybe it's just the fin.
- The top jut is like a trapezoid and the one below it is rounded. I kind of wondered why the top wasn't rounded as well.
 - The point could be squared off instead of rounded. The change of soffit material was the thought instead of three layers of the same thing.
- Something wood grain just doesn't strike me as appropriate up there.
- Is that metal something that could come through and wrap that back to that piece?
 - It's intended to be the same material with this taking on more of a fin type approach.
- I like the effect of the tower.
- Plan B, I appreciate the tribute to South Bend, but lose it.
- I like the idea of having an angle much better than rounded. I think you may solve some of the window issues there too. I echo the comments on the planters. Park Street need to be more vibrant.
- Do not come back with a vinyl window substitute for the nice windows you've chosen.
- When you come back can we see all sides and the materials.
- You're on the right track for sure.

ACTION:

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