

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 13, 2016

TITLE: 1004 & 1032 South Park Street – Three Buildings of 3-5 Stories Containing Residential with First Floor Commercial and a Landscaped Courtyard in UDD No. 7. 13th Ald. Dist. (43556)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

DATED: July 13, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroley and Sheri Carter.

SUMMARY:

At its meeting of July 13, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for three buildings with residential and first floor commercial in UDD No. 7 located at 1004 & 1032 South Park Street. Appearing on behalf of the project were Jon Hepner, representing T. Wall Enterprises; and Jeff Davis, representing Angus Young & Associates.

Budget restraints caused this approved project to be redesigned. The lower level of underground parking has been eliminated and moved to the first level, which decreases the amount of grade and simplifies the structure. The elevations and architectural design will remain pretty much the same. The first level will have small commercial at the wedge with the remainder to be used as parking. What was previously first floor walk-ups or storefront commercial will now be a false façade with parking behind. The live-work units will be located on the second level with stairs from the street level. The high ceiling of the first level has been reduced to accommodate the parking for an overall change of <6-feet.

Comments and questions from the Commission were as follows:

- What is the treatment for the false first floor for most of the extent of the building?
 - It’s glass, but it’s up for discussion. Internally we’re thinking tempered glass so you wouldn’t be looking into the cars. And there will be landscaping out front. We’re open to something more decorative.
- It would be very unusual for us to approve that much false architecture.
 - The neighborhood association does support the removal of most of the commercial space. Their idea was to have some more decorative type of glass or façade there in front of the parking.
- The street still needs to be activated. This length of Park Street is becoming more and more pedestrian-friendly, and what we’re creating here is this wall that’s impenetrable. You don’t have a lot of room on the sidewalk to create this pedestrian experience. That’s what will be needed, some ins and outs along

that face, there needs to be more interaction with the street rather than something that is just essentially a wall, whether it's decorated or not.

- It's completely not acceptable to have non-usable space abutting Park Street. Have you talked to your neighbor about shared after-hours parking?
 - Yes, we've had a number of conversations but none of them have ended in an agreement of any type. The parking ramp is never more than ¼ used.
- On the last iterations of the design we worked very hard on the live-work units. If those units were potentially lofts that you actually entered on grade...the whole terrace wall and the stairs up I cannot ever see being recommended for approval.
 - The reason it's now like that is because the parking deck is coming up above grade, that's the reason for the stairs. The reduction of parking stalls could lead to a number of positive changes but the reason we're not doing that is because we need to maximize the number of parking stalls.
- We're all in agreement that you need to activate Park Street or this is not going to get approval, and that may mean you'll need to change the programming. If you can't accommodate the parking your programming requires then the program will have to change. That's the bottom line.
- I can't imagine we're going to approve the false façade.
- The parking requirements we can work through. We can have that conversation with Matt Tucker, he has some abilities as Zoning Administrator, and so does the Plan Commission, to do some parking reductions in some situations.
 - We're also planning to include some Community Car.
- What about the consideration of Bus Rapid Transit? If you look 10-20 years down the road, I think you can make something that is more adaptable to what Park Street is going to be, and contribute to that now.
- If you don't want to pay for the cost of going underground, maybe you take out some second floor units and you put some parking on the second floor. But you're not going to get all that fake frontage along the streets, that's just not going to happen.
- I recall some discussion on your site plan about the prominent prow/corner, there being some utilities or power poles, can you clarify that when you come back.
 - MG&E, Charter and AT&T all use the utilities on both Park Street and Fish Hatchery; per those utilities those are some of their most significantly and heavily used areas in the City. The reason that power pole still stands on the corner is because it's not only holding the utilities for those companies, but it also has stop lights attached to it as well. We were able to get 3 or 4 of the power poles on Park Street removed, there's still another existing further down on the south end of the site that reaches over Park Street that has to stay to connect those utilities to the opposite side. As far as cost goes to remove the power poles on the Fish Hatchery side, it was going to cost some \$750,000 is it was actually possible. Burying lines would be ideal but it's not currently in any City Engineering future plans.
- The stairs leading to the live-work units just contribute to this barrier.
- Architecture that puts false windows in front of parking is false architecture.

ACTION:

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