

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 2, 2019

TITLE: 1050 E. Washington Avenue – New Development of an 11-Story Commercial/Retail, Office and Market-Rate Residential Building, in addition to a 4-Story Building Housing the Youth Arts Consortium Located in UDD No. 8 (Lyric Phase 3). 2nd Ald. Dist. (53254)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 2, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Cliff Goodhart*, Jessica Klehr, Rafeeq Asad, Tom DeChant and Craig Weisensel.

*Goodhart recused

SUMMARY:

At its meeting of January 2, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of new development of an 11-story commercial/retail, office and market-rate residential building, in addition to a 4-story building housing the Youth Arts Consortium located at 1050 E. Washington Avenue in UDD No. 8. Registered in support of the project were Patty Prime, Michael Ross, representing Madison Youth Choirs; Julia Schilling, representing Saiki Design; Paul Raisleger and Colleen O’Meara, representing Eppstein Uhen Architects; and Richard Arnesen, representing Stone House Development.

This project represents Phases 3 and 4 of the redevelopment of the 1000 Block of E. Washington Avenue. This mixed-use tower includes approximately 130 apartments and 55,000 square feet of commercial space. What makes this really unique is the creation of a permanent home for the Madison Youth Choir and Children’s Theater of Madison. They would own the condominium portion of the building as a non-profit; 30-40 other performance groups would use the space as well. The proposed development would be the same level of detail and materials (although with fewer color variations) as Phases 1 and 2. The design theme relates to the history of the near east side of Madison (industrial buildings, Rayovac building, Burgess). The tower really represents those elements and interpreting it in a more contemporary manner. The ends of the building have been pulled out for an A/B/A rhythm along the face of the building with a base, middle and top. The design theme is that of harmony and melody. The harmony is the regulating element on top of the building that, through architecture, leads you to the entrance of the building. The more playful elements on the façade represent the melody, integrating color and life into that façade. The window elements represents Mondrian’s Broadway Boogie-Woogie. The top of the tower is brick with the base being green metal. Potential signage areas were shown using more banner signs than wall mounted signs. Recesses in the building for possible murals were discussed; they would engage the community and neighborhood as to what those murals would be. That would be repeated on the inside of the parking garage. There is a pedestrian plaza on top; one half for the residential and one half of the youth arts center. The space between the youth arts and sidewalk is treated as an area to sit, with paths

and urban art that could be either rotating or a permanent installation. The arts center will contain studios and offices on floors 1-3, with a 300-seat fixed theater and a black box theater on the fourth floor for presentations typically on weekends. The space between the two buildings will be used as loading zones (circulation plans were shown). Raised planters will be used along East Washington Avenue with more foundation plantings along Mifflin Street between the building and sidewalk. The larger plaza area on Ingersoll is mostly foundation plantings, with existing mature trees to be preserved. In front of youth arts will be a combination of bike parking, plantings and stepped seating to go with the theme of playfulness and movement. Colored lighting would be integrated complementary to the building. Roof terraces will utilize sedum plantings, pavers and raised planters, with two planters stepped down in between to soften the transition between the lower and upper roof terraces. The 11th story terrace would have a pergola, seating, bar and grill area and plantings. There are many options available for possible changes to the Ingersoll/E. Washington intersection that will take time and discussions with planning staff and Traffic Engineering. The Tenney-Lapham neighborhood does have concerns about the increased traffic and the speed of traffic.

The proposed ordinance change would go from 3 to 4 stories along Ingersoll Street, and allow an encroachment into the UDD No. 8 stepback area. To address this area the project has looked hard at the ordinance and design guidelines to get this all to work in a harmonious way on the site. The youth arts basically wraps over the top of the parking ramp (below the fourth floor) with egress stairs; they have narrowed down the ends as much as they can while widening the middle. The fourth floor also uses steel rather than columns for an open theater and requires a very large HVAC unit.

Patty Prime spoke on behalf of the Tenney-Lapham neighborhood association. They are very excited to have the youth arts center. She reiterated that none of the neighbors have any problem with the ordinance change to UDD No. 8. They have been working hard to figure out how to protect the inside of the neighborhood. Ingersoll Street is used as a cut-through for many people. It's heartbreaking for people to lose parking. It's their strong belief that the more traffic they allow, the faster and more traffic will come through. The neighborhood needs to be protected from more traffic volume.

The Commission discussed the following:

- What was the reasoning for having the theater at the top?
 - The parking ramp dimensions are set, so the space between the parking ramp and property line on Mifflin Street isn't enough to accommodate the theater, so it's up on top and straddles the top of the ramp.
- You didn't show trees on your property along E. Washington Avenue. We're trying to get that double row of trees.
 - We are showing the double row with average spacing 40-foot on center. It's a Honey Locust, a smaller canopy tree that's more appropriate for the planter conditions.
- We'll need to see that rendered correctly.
- We're concerned about losing urban forests. There is a wonderful story about using tall buildings as urban forests (<https://www.nytimes.com/2018/12/13/us/stefano-boeri-vertical-forests-cities-conference.html>). Think of what you can do up there, it's an important character that we're losing as we're doing all these projects.
- The alley is a pedestrian sidewalk but you also have vehicles going in?
 - The walk is 8-foot wide and raised, separate from the vehicle path.
- There is flooding that occurs in this area. What kinds of things will this project do to help solve these issues?

- The City has changed the first floor elevation requirements to meet the new height requirement. Stone House Development has to pay to increase the sanitary through to the other side of E. Washington Avenue. We also have stormwater management.
- Just building the project will improve the stormwater retention from what it is now, it's just a flat mostly paved area.
- Could you explain the setback on Mifflin Street, that's outside the building envelope?
 - It's outside the structure, it's non-habitable space. It's essentially a tall steel beam to handle the load of that roof edge.
- (Secretary) The Ingersoll side will be addressed by the text amendment, and staff and the Alder are in support of that. Mifflin Street, we understand the development team's interpretation of UDD No. 8, we understand that the corridor for this area, the intent in creating these setbacks had to do with various things like the viewshed and context, solar access, but once you start to encroach into that there is thought that you could be reducing solar access for areas directly adjacent to this. Although it appears to be relatively low impact, we did want the Commission to be aware.
- One of my concerns is if it's real masonry you're using. Can you talk about the building materials?
 - It's real. No panels. It's utility size brick, it'll have texture. On the alley side we're sprinkling in another ground face color. The metal panel is an aluminum composite that looks like green zinc from a distance. Between the windows we have metal panel but it has a very slight texture to it. Up at the top and corners we have panel in the champagne family and the window frames would all be dark bronze, with precast caps and sills on the masonry. On the youth arts side we're going to tie in with the same metal panel produce, but on the sides there would be different colors of metal panel. The feature that unifies everything is an aluminum composite metal panel in a matte red shade. The rooftop projection has corrugated metal broken up with trim elements for scale.
- This part of the ordinance text is approved by the neighborhood?
 - Yes.
- Are you going to restrict parking where you have drop-off?
 - We'd have to remove trees so I don't think so. We'll request "no parking" in the curb cut area, or potentially a "loading zone." But we're not changing the curb cut.
- I would prefer things come off on Ingersoll, even though it is already congested. Maybe a four-way stop there? I don't want to see more dropped off on Mifflin because of the bike corridor. Have you done a traffic study for times of day and how many vehicles are being added to the mix?
 - We have I don't know that it specifically gives us those numbers. The idea is that there's administrative functions from the people who run these groups, different users using it at different times too. There's a lot of good interplay and opposite timing from "regular" traffic.
- (Secretary) Traffic Engineering did have some comments, this particular layout hasn't been approved, discussions continue. It doesn't sound like any changes would impact the building form.
 - (Colin Punt, Planning staff) Traffic Engineering does want a dedicated left turn and a straight and right turn lane based on the traffic impact analysis. There will need to be some dedication of additional right-of-way there. How we address the sidewalk, the terrace and the distance between the sidewalk and building, and where the property line is, can be broached with easements. That is a discussion that is on-going between City agencies and the developer. We don't anticipate it affecting the building form, but maybe landscaping.
- There's a lot going on but it works very well. It's a good addition to the neighborhood. Is this the only rendering you have that shows how it will look at night?
 - Yes. There will also be LED strips in the panels. To light the sidewalk we're tucking some LED lights up underneath this lip and directing them to the sidewalk, with a zero degree cutoff before it leaves the property.
- The murals, is this just an example of where they would be or is this exactly where they would be?
 - This is exactly where they would be, but not the actual design.

- Those are just placeholders for the actual artwork.
- How did you come up with this location?
 - Because that's the face of our parking ramp. There's two ways we can handle it, with windows and make it look like a ramp or with artwork.
- I like the murals. It seems like you should center it to utilize all the space. Otherwise it becomes just blank space.
 - Slide it out, make them bigger and occupy some of this space? We can adjust the width and dimensions.
 - It does look different in the renderings than on paper.
- The very top roof of the arts center, what is the material?
 - This is all ballasted roof with metal roof on the sloped areas. That element that unifies everything flares up on this side.
- Is there equipment on top?
 - There is a penthouse and an enclosed screen wall around the chiller. The tower roof is completely enclosed and we do intend to put solar on here.

ACTION:

On a motion by Asad, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0).