

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 8, 2017

TITLE: 801, 815 East Washington Avenue/802, 806, 814 East Main Street – New Development of Retail and Office Space, and an Entertainment Venue Known as “The Cosmos” in UDD No. 8. 6th Ald. Dist. (44223)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 8, 2017

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart*, John Harrington, Sheri Carter, Rafeeq Asad, Tom DeChant and Michael Rosenblum.

*Goodhart recused himself on this item.

SUMMARY:

At its meeting of March 8, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of the project’s bonus stories and open space/plaza provisions as they relate to Urban Design District No. 8. Appearing on behalf of the project were Lee Christensen, Jeff Vercauteren, Rick Gilbertsen and Suzanne Vincent, all representing Gebhardt Development.

The team identified what has changed since the last presentation, including bonus stories, landscape redesign, exterior façade treatment, a community room adjacent to the fourth floor plaza, and focusing on also providing a public plaza space in the southwest corner. The general site design changes include the addition of street trees (Main Street: Hybrid Elm; Livingston Street: 2 Coffee trees and 2 Hackberry in grass terrace; pave the terrace along Main and Livingston Streets). The plaza area design has evolved quite a bit, with dispersed bike parking throughout plaza, added amenities (smaller benches, public art/sculpture element), several small scale trees, and lighting to extend use of the space into the evening hours. Exterior building changes include a reduced variety of materials, with the red brick element and metal fascia bringing out the horizontal element, a pulled up tower to ride just below, mechanical equipment screening, and a two-story piece on Main Street. They are not putting a lot of façade lighting on the building, just an LED strip along the soffit.

Comments and questions from the Commission were as follows:

- What is the actual use of the community rooms in the Galaxie/Constellation?
 - Community rooms have been used by neighborhood associations.
- How would this community room be used?
 - It can be open to any local neighborhood association.
- Can it be used outside of a neighborhood association?
 - Yes.
- Did you bring the materials back?

- No, they have not changed.
- Any point of color? I'm concerned about the bland color scheme. It's lacking in something in terms of a hint of color, any accent at all in palette?
 - Yes, we tried to pull from the Marquette Neighborhood industrial building, red/brown brick, considering colored mortar, lots of glass, gray fiber cement panel, exposed concrete, core 10, black aluminum composite, and wood soffit material. We've simplified the materials a bit.
- I like the horizontal cues, you might need to throw on an awning.
- What is the vegetation on screen?
 - Bittersweet.
- That will be heavy and can tear things.
 - The screen is durable.
- I like the plaza going into the music venue. Placing additional trees along the Livingston Street side of the building and carrying trees into the plaza would be good.
 - We have easement issues.
- I don't quite understand the community room.
 - If someone wanted to use the room, they would contact the property manager, they could arrange date, time, and access. The location is nice due to its proximity to the bike room, it's a pretty good resource As well as a lack of meeting space available on that side of the building.
- What is on the upper floors of the building?
 - Commercial/office space.
- Night vision: how much street lighting is around the building?
 - It will be significant, and will be completed as part of the process. There is significant light from the gas station; the light levels are above what is allowed.

ACTION:

On a motion by Harrington, seconded by Asad, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).