

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 2, 2020

TITLE: 1402 S. Park Street – New Mixed-Use Building Containing Residential and Grocery Store in UDD No. 7. 13th Ald. Dist. (62064)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: December 2, 2020

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Craig Weisensel, Jessica Klehr, Lois Braun-Oddo, Christian Harper, Russel Knudson, Rafeeq Asad, Tom DeChant and Shane Bernau.

SUMMARY:

At its meeting of December 2, 2020, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a new mixed-use building located at 1402 S. Park Street. Registered and speaking in support were Edward Haydin, representing Rule Enterprises/Movin’ Out; Samantha Farrell Folger, representing Saint Design for 1402 S. Park St.; and Melissa Huggins, representing Urban Assets. Registered in support and available to answer questions were Megan Schuetz, Brandon Rule and Marcus Pearson, all representing Movin’ Out, Inc. and Rule Enterprises. Registered in support but not wishing to speak was Abby Davidson. Registered and speaking in opposition was Lisie Kitchel.

Huggins noted issues about the neighborhood finding out about this meeting, and requested this be considered for initial approval rather than initial/final to allow the neighborhood an opportunity to see the architecture and have time to digest and provide feedback. The project consists of housing over a grocery store, fronting the store on the corner of S. Park and Cedar Streets. An outdoor component is integrated with the landscape architecture. The building is in two pieces, taking comments from the informational presentation. It’s bisected by the entrance into the garage, wrapped primarily on the north and west by the residential components. The grocery store will be two-stories in height with an interior mechanical mezzanine. The parking structure has 161 vehicle stalls and 203 bicycle stalls. Floor plans were reviewed. The eastern portion uses a brick colonnade to indicate the commercial in this area and outdoor patios along Cedar Street. Above the 2nd floor the building is organized into sophisticated brick divided into four bays. The corner at S. Park and Cedar Street is detailed in metal panels that wrap around the corner. The western portion of the north elevation steps down from 6 to 5 stories, and the lower portion walk-up units are articulated differently. The south side uses the window patterning to articulate that façade. The lower portion transitions to a precast panel with a textured face, and louvers on the second floor for the grocery store. The parking structure is envisioned as exposed concrete with cable rail restraints at the perimeter. A good portion of this façade is directly in front of a grove of trees and not really visible from the vantage point of S. Park Street. Brick patterning gives the building verticality. Renderings showed various facades and use of materials, articulation, entries and corners. Folger spoke to the landscaping: stormwater and lawn adjacent to visitor bicycle parking allows access along the walkway to

residences, and is broken down with planting, shrubs, perennials and grasses. The western side will be activated with the patio space adjacent to commercial. There are challenges due to grading.

Lisie Kitchel spoke to concerns on the white façade and dark underneath being too big a contrast. The western portion of that white appears so stark and glaring; good job on the eastern portion. The top stories could use a setback to break up that façade. Greenspace has been indicated as being for kids to play, in the more recent plans it's now a stormwater retention pond. This site has no greenspace. There will be lots of kids here that will need a place to play outside, balconies and rooftop space do not see adequate for outdoor greenspace/open space.

The Commission discussed the following:

- I support this but have questions about the materials. I don't like stepbacks, but I do agree maybe the white needs something. Slight differentiation of that plane. The brown in between, is that masonry, not intended to be the same as on the other parts of the building? It's wood. With the building being so long it does help to have different planes to break it up. With this being the walk-ups vs. the others it might help differentiate that programming, give it more of a homey feel.
 - That's a really good observation. Some setback there would help that façade. The difficulty is this is a wood building and typically the floor plates are very similar in depth and it becomes difficult to create stepbacks in that type of construction. It could be possible to create some deeper cornice line that creates some movement on the façade at that horizontal line to further differentiate the lower portion of the building. The starkness of the color is something we can definitely work through.
- Is this 4 stories with two bonus stories for exceptional design? The report also mentioned that new buildings in excess of 3 stories shall create a 15-foot stepback...the stepback is not a requirement, it's actually a recommendation?
- (Firchow) The 3rd floor stepback is a guideline, not a standard.
- We have to make the finding that the design is of an exceptional merit enough to grant the two bonus stories.
- I like how this project has developed. Concerns: I'd like to see those rooftop units in these perspectives because I don't think you're showing any parapets of significance or screening. More concerning is how all of those tenants are looking onto a parking top that is south facing, it will be glaring and warm aside from not being the nicest thing to look at. It doesn't appear that those windows are very high up off the deck of that parking deck and as people are coming and going, are these folks going to have headlights shining into their units? Can you soften that expanse somehow?
 - The reality is that is shown quite stark and we're continuing with the design work on this piece. The cars only come up on the ramp that's shown, they don't turn the corner and head back to the east. We're trying to save this area for some of the infiltration component because we don't have our soils response yet.
- Will that be resolved when we see it next time?
 - I hope so, we're still waiting form input from the civil engineer.
- It shows a little bit of articulation where car slips would be. You're saying you're not expecting that cars would be on every one of those?
 - The parking structure ends at this line and we've held it off, so it's a sloped plane. This roof portion we're holding in reserve for stormwater.
- I'd encourage you to make that as green as possible. The roof over the grocery, is that going to have mechanical units on it?
 - Our intentions there are to have more of a pure form. The mechanical strategy is to utilize the mezzanine on the second floor plate for all of the mechanical work.

- I had the same concerns about the views out of the back of these buildings. It's not a nice view. I'd like to see some renderings that show a more realistic bird's eye view for what exactly that would look like. Where are the windows and how does that work with cars driving around? I'm having trouble reading how all this would work. That 4,000 square foot open terrace, I'm unsure what that looks like. Is that open space really going to be utilized by other tenants on other floors and the far end of the building? This will have families living here, where do the kids play? I would want to see a lot more details on the landscaping around the buildings.
- I'll reiterate what I like: the masonry portions and detailing, I like the selection of materials with exception of the white paneling. The solution to that might be just to go a few shades darker, a light or medium gray would still be attractive with the material palette and look more substantial. I like the string lights in the renderings but I don't think those are documented in the lighting plan; it would be a shame to see that in renderings but not real life. That would help to activate that space. The roof over the grocery store, is it just a ballasted area? If so it's a lost opportunity. It could help and contribute to stormwater management, but also the marketability of the rooms that overlook that and the property in general. A green roof there would be awesome. The parking ramp area, from the elevation view we saw the cable strings and talked about the trees being a screening element. I don't know that I'm comfortable just relying on cables as the aesthetic separation between the parking and adjacent properties. We've seen nice perforated mesh screens that are attractive to those type of ramp spaces.
- Green is the answer here for a lot of the challenges the project faces. I want to point out that there is an encouraged parameter for green buildings to achieve the additional stories. Consider where you can add some green roof area. I do remember the outdoor area being presented last time and the image of a kid with a balloon out there, I wonder if you can get enough green roof retention to recapture that outdoor space as a usable play area.
- Other suggestions: The locations of the community room, fitness, kid's room and youth room, they're put in places where you're looking to use up other space but those would ideally be located near your second floor patio area to activate it. You also have public areas together where you don't have the issue of privacy. There might be ways of stretching 2 to 3 bedrooms and working through some of those areas so you're not losing too much of the residency. The backside of that outdoor space is the loading dock and mechanical/trash room below it, there will be a lot of fans in that area; if you're trying to make nice spaces for people to gather, we want to make sure it's going to be a nice space. Innovative design of trying to find spaces to bring people together.
- On the 5th floor there's a hallway that goes for a long way, and along with that you have a lot of program going into this site, and I appreciate that. I appreciate the brick materials. But I've got some concern about what happens on the south side if that property gets bought and a building is built that needs to respond to this. That south façade is kind of hard, it doesn't have a human scale to it, that's a harsh façade. The safety of families/kids, even teenagers walking on that drive, there aren't many ways to have eyes on that access. Wonder what that feels like at night as a pedestrian.
- There could be a lot of kids here. The lack of greenspace, the whole issue of how kids will use this space, none of these units have balconies. Can any of those units open up onto those rooftop areas? On the north façade, the brick component, is it articulated or flat? I'm unclear how much articulation there is. I would like to see what kind of depth there is in the brick between the pilasters and the windows.
- Granting initial approval is the overall massing of the building, which is all the stories.
- (Firchow) I would agree, it's unusual to grant initial to a 6-story model and then come back with 4. Typically we'd send it to Plan Commission and they would be seeing the 6-story mass.
- I don't think any of my issues are with the massing or the site plan. That said there are a lot of significant comments. I think it would be unfortunate if this was approved as four-stories.

- (Ald. Carter) I agree with what's been said, look at colors on the east side, it could be a variety of colors. Absolutely a good idea about the green roof over the grocery store. This will add extra synergy to this area of Park Street.
- (Ald. Evers) I agree with many of the comments expressed tonight. I'd like to see more color, perhaps public art, and ways of breaking up that whiteness. The space is challenged in terms of what actual greenspace and play space is possible, but City staff is talking about a small park within walking distance of this. I would like to see something more colorful, there's going to be diversity, a grocery store, vitality, I'd like us to take advantage of that and be more bold in the palette. This calls for more than just browns and grays and whites.

ACTION:

On a motion by Bernau, seconded by Asad, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).

The motion for initial approval provided for address of the following:

- Response to comments on the play space and the development of that corner of the site, which is highly tied to stormwater management.
- Potential expansion of green roofs.
- Some significant creative alternatives for recreation space on-site.
- The parking structure use of the top level adjacencies and proximity to windows, and that space between cars and windows.
- Revisit the white siding for something darker, looking at how the second building is articulated, it's really flat and long, how the white vs. brick is articulated, the walk-up from the two-stories, that plane.
- Committing to the string lights as a feature on the north side, if it's not already.
- You might consider some sort of a cistern or holding solution for the stormwater. Creative solutions to stormwater and how it relates to recreational space. You could do some sort of cistern system under the parking.
- Units facing south should have an equitable feel to them as the north. The detailing is less on that side, the parking is on that side.
- Alders Carter and Evers requests for more color and vitality.