

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 12, 2019

TITLE: 1224 S. Park Street – New 2-Story  
Commercial Building in UDD No. 7. 13<sup>th</sup>  
Ald. Dist. (56089)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: June 12, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Tom DeChant, Rafeeq Asad, Shane Bernau, Christian Harper and Craig Weisensel.

**SUMMARY:**

At its meeting of June 12, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new 2-story commercial building located at 1224 S. Park Street in UDD No. 7. Registered in support of the project was Amy Hasselman, representing Kontext Architects. Hasselman reviewed the site layout and context area, noting the existing building will be demolished for a new two-story building with landscaping and a 10-foot buffer from the sidewalk, 6-feet along the south edge and a buffer along the northwest side. Customer parking will be available. She reviewed the first and second floor plan layouts, keeping the tenant spaces flexible for evolving in the future. The glazed areas on the first floor could all be swapped out for doors. The building materials include burnished block, brick on the first floor and composite on the second floor with taller corners. They would like to have a blade sign on S. Park Street, long with additional signage on the parking lot side.

The Commission discussed the following:

- Colors will be important going forward.
  - We will bring materials when we come back.
- Consider future restaurant uses (i.e. the current restaurant in the building could come back).
  - It could be vented through the back.
- The north edge to surface parking below, is that tapering into a wall?
  - Yes, the existing grade slopes. High Street is 11-feet lower than S. Park Street.
- I'm concerned with what it looks like to the neighborhood, the scale and materials.
  - The neighborhood does not have anything along that side. We're looking at tall, narrow landscaping, probably grasses, and a retaining wall there. There is some space for landscaping to soften it. It's mostly north-facing, some things could grow there. A grouping of smaller trees might be more realistic and impactful.
- Make sure you are not putting more surface parking on S. Park Street, that's not what it needs.
  - We are concerned about the survival of retail if we don't have parking up front. We wanted to make the building prominent.

- In an area with a lot going on, it's useful to understand how High Street is going to work. You show greenspace on High Street, is that right-of-way or on your site?
  - Yes that's our site. We would love it if High Street came through, but that's an SSM site.
- Your setback from the sidewalk to façade is 10-feet?
  - Yes, it's important to the neighborhood, and a future BRT line, we wanted flexibility.
- Logistically how is the parking split between covered and heated?
  - The intent is to use a key fob for doors to parking. We're trying to keep the building areas enclosed and insulated to avoid water issues.
- Look at activating the second floor, maybe an aesthetic staircase. Get stairs on the first floor to open into the lobby.

**ACTION:**

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