

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 26, 2019

TITLE: 200 N. First Street – Public Building,
Madison Public Market Located in UDD
No. 4. 12th Ald. Dist. (56314)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: June 26, 2019

ID NUMBER:

Members present were: Cliff Goodhart, Acting Chair; Jessica Klehr, Tom DeChant, Shane Bernau, Christian Harper, Craig Weisensel and Syed Abbas.

SUMMARY:

At its meeting of June 26, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the Madison Public Market located at 200 N. First Street in UDD No. 4. Registered in support of the project were Dan Kennelly, representing City of Madison Economic Development Division; Brent Pauba, representing City of Madison Engineering Division; Ken Saiki, representing Saiki Design; and Mitch Karr, representing City of Madison. The team reviewed the existing site location and facility, design review, including Urban Design District No. 4 adjacencies. There are single-family residences to the north, a park to the south, and existing retail to the right slated for future development. The existing low profile building exterior was reviewed, noting the proposed project will patch and repair the existing EIFS as the building is solid, yet has a diminished site presence. A shed will be demolished, existing Buildings 2 and 3 would remain for now. A review of the primary site access roads and views note concern for site legibility. A new access drive is proposed to the north to provide access and parking for buses. They are considering a gateway piece of artwork for an installation visible from these views, with a goal of placemaking. They reviewed exterior building changes, a 100-120-foot tall entry feature, industrial monopoles that support the entry canopy and site lighting.

The Commission discussed the following:

- Great project. What are the open/close hours?
 - We're aiming for 5 to 6 days per week, open in the morning and close in the evening. Breakfast to dinner and after dinner.
- Is there possibility of doing something solar for parking lights?
- Sometimes it's good to have those lights on.
- One of the models for a BRT connector shows Fordem Avenue, does that impact site planning?
 - There is a conflict with the existing fueling station. If we can move it we can create a nice plaza for the bus stop. We are still studying opportunities.
- The vertical element, is it wayfinding? The artwork?

- It's architecturally intended to be a signifier for the site. It's hard to figure out how to present it.
- Clarification on the small pumping station?
 - That has been removed.
- I say this with hesitation, I see constraints. I'm struggling with the play area on the corner. I know you want to activate it but it doesn't look as desirable. Bikes are good there, but not people. I'd rather you play off the park as an amenity, it doesn't feel naturally like the right spot.
- Don't shortchange. I know there are competing priorities, but don't compromise. Hang on to the pole.
- Perception is key, you want it to feel clean and new. If I see something old and deteriorated, like the Kalwall, I'm not going to feel like eating there.

ACTION:

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