



Agenda Item #: 8

Project Title: 999 S Park Street - New Mixed-Use Building in Urban Design District (UDD) 7. (District 13)

Legistar File ID #: 90917

Members Present: Shane Bernau*, Chair; Jessica Klehr, Rafeeq Asad, David McLean, Anina Mbilinyi, Nicholas Hellrood, Davy Mayer

Prepared By: Jessica Vaughn, AICP, UDC Secretary

*Bernau was recused on this item; McLean acted as Chair

Summary

At its meeting of December 3, 2025, the Urban Design Commission RECEIVED AN INFORMATIONAL PRESENTATION for a new mixed-use building in UDD 7 located at 999 S Park Street. Registered and speaking in support were Jake DeHaven, and Michael Carlson. Registered in support and available to answer questions were Tyler Krupp, Joe Voell, Craig Koltes, and Frederick Holcomb. Registered and speaking in opposition was Carrie Rothburd.

Summary of Commission Discussion and Questions:

The Commission noted that taking another look at the materials would be beneficial as there is a lot for such a small building, and inquired why the green material is not an accent on the front of the building, like it is on the back. The Commission talked about more variation in the window sizes to differentiate between commercial, residential, and lobby spaces, as well as for transparency. Look at the datums; the windows, sills, and heads. The Commission agreed with the neighbor that this does not support, relate to or respect the context. Good or bad, it is pulling no cues from anything around it. Look at the proportions, you have a story and $\frac{1}{2}$ of interior space for mechanicals, the barrels can come down and relate more to the surrounding context.

The Commission inquired about the barrel roofs and whether they could come down in height. The applicant noted that they are taller due to the mechanical penthouse located within them, but that would be something they could study. The Commission noted that bringing them down would help them relate more to the surrounding development scale-wise.

The Commission inquired about the barrel roofs and whether that transfers to the sides of the building. The applicant noted they are still working on those design details, and also looking at a premanufactured steel system barrel metal. The Commission suggested they look at the materials, right now it is starting to become a lot for such a small building and how they integrate with each other.

The Kalwall panels are a great thing, we would need more detail on where and how those are being used. Backlit is a much better application to bring color, vibrancy and excitement to the project. The brick base is debatable. Canopies could be used to denote entries. The sizing of the address could be better integrated into that façade. This is an interesting concept, it has the foundation to be a unique addition if done right.

Commissioner Mayer commented that this is weird and unusual, and that is a compliment. He agreed that the blank space within the barrels is odd. He stressed consideration of the points by neighbors, specifically about outdoor ventilation.

Commissioner Mbilinyi appreciated that the applicant studied Madison and is passionate about design. She complimented this different building, the hiding of the mechanicals, the community spaces, and the garden. She noted that the barrels remind her of farms, the modernizing of Wisconsin right here, with this shape. She suggested not lowering the barrels, to go big, and make a statement. She also noted the importance of respecting the neighbors' opinions about understanding the community, that is super important. Bravo to this work.

Commissioner Klehr commented that the shape of roofs remind her of Quonset huts, which at one time, there were many of along Park Street, like the shoe repair with George Fabian. The next door bakery looks like one too, she appreciated that reference and noted it could be a selling point with developing this.

The Commission noted the design considerations in the staff report and advised the applicant to look at them as well. This is early as far as detailing. There are material concerns about not meeting guidelines for UDD 7, but it is a great expression. The applicant asked about detailing that base to the ground with masonry, and if there is an openness to stucco. The Secretary responded that material requirements come from the Zoning Code, and are required to be met, it's not something that is flexible. She encouraged the developer to reach out to Zoning staff to have that conversation and get clarification on that.

The Commission gave kudos for the community room. On the neighborhood side of the building there are 12-foot masonry blank walls to conceal parking, and that exploring ways to articulate that somehow with texture and detail.

The Commission talked about parking, noting this is somewhat new territory with the City not having parking minimums. The Traffic Engineering Division will review traffic patterns and intersections, the parking requirements come from the Zoning Code. The project is at about 60% of parking spaces to units, and will have lots of bicycle parking.

Action

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