

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 27, 2020

TITLE: 902-908 E. Main Street – New 5-Story,
92,000 Square Foot Office Building with
5-Story Above Grade Parking Structure for
The Wisconsin Housing and Economic
Development Authority (WHEDA) in
UDD No. 8. 6th Ald. Dist. (58116)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: May 27, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of May 27, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new office building located at 902-908 E. Main Street in UDD No. 8. Registered and speaking in support of the project were Doug Hursh, Jordan Teichen, Andy Laufenberg and Curt Brink, all representing Archipelago Village. Registered in support and available to answer questions were Robert Mangas, representing Potter Lawson; Tony Miller, representing Curt Brink; and Matt Brink. Hursh presented the next phase of the 900 Block of E. Washington Avenue redevelopment, showed context and a phasing diagram. They are proposing mixed-use with housing and commercial on the ground floor. The parking will be in a structure connected to the 929 building. A north-south drive connects E. Washington Avenue with E. Main Street, which provides access to the 929 parking structure, Hotel Indigo and where the loading zones are located. Teichen noted the development takes views from the overall core vision of the master plan and provides dynamic and visually appealing space for users of the building as well as pedestrians. They are using site elements that mix urban materials with a modern and minimalist aesthetic, colored concrete retaining walls, architectural bevel near the top, as well as polished finish to retain grade along the building and act as a façade for future tenants that are occupying the first floor space, while providing an elevated terrace along E. Main Street. Pavement scoring patterns provide transition from one space into another. Bike racks are located at primary and secondary entry points to the building. A simple urban plant palette around the perimeter of the building creates structure, as well as provides continuity for the rest of the master plan. An amenity deck is shown for the 5th floor of the

building utilizing dark and light colored precast concrete pavers, sedum planting over a typical green roof profile, raised planters with ornamental trees, decorative stone ballast sand moveable site furnishings to serve as extensions to the interior spaces. They showed an outline of a potential overhead canopy. Laufenberg spoke to the driving force of the design concept in response to the Kleuter building. That formed this industrial brick base, and started to create the rhythm you see in the old industrial buildings. They took some slight modern interpretations of what those bays might be, with a lot of depth of about 8-inches of play. This gives a nod to old industrial while using modern themes as well. As the building steps back there is a lighter glass element getting pulled out and away from the brick, creating a very dynamic entry for the main building. To activate the corner, at the left side of the building is a mix of glass and steel that gets pulled back out. A curved wall with the WHEDA logo also draws your eye to the main entry of the building. Bird friendly glass is being used for the skywalk and railings that wrap around the fifth floor. Building materials were shown, along with renderings and elevations.

The Secretary noted that the stepback along E. Main Street shows a projection into the stepback area with a canopy. It is allowed as a projection as a non-habitable space. The owner has not yet decided if they want to build it.

The Commission discussed the following:

- Ald. Rummel: the corner element on Paterson Street, how will that be bird friendly?
 - We don't have the bird glass on that corner element, we have it on the fifth floor roof terrace guard rail, and the connector has the bird glass. Right now the corner does not. That all is vision glass.
- I would have a concern about that. There's no ordinance but one is coming. Take those into consideration.
- This does not to me personally look like an office building and I think that's a very good thing. Office buildings are often plain, this is a very, very attractive building. The mix of industrial and modern is spot on. I don't know if we're tasked with approving that projection first, I would make a motion.

ACTION:

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

- The fifth floor projection is nice and contributes to the building and architecture. It doesn't violate the intent of the Zoning Code or appear like it would ever been enclosed and changed.
- Ald. Rummel noted her concern for covering up the Telephone Building and hopes they don't do that.