

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 10, 2010

TITLE: 723 State Street – PUD(GDP-SIP), St.
Paul’s University Catholic Center. 8th Ald.
Dist. (20458)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 10, 2010

ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Todd Barnett, Richard Slayton, R. Richard Wagner*, Melissa Huggins and Henry Lufler, Jr.

*Wagner recused himself for this item. Barnett was Chair for this item.

SUMMARY:

At its meeting of November 10, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 723 State Street for St. Paul’s University Catholic Center. Appearing on behalf of the project were Randall Milbrath, Robert Shipley, Matthew Alderman, Ronald Trachtenberg, Robert Krupa, Mark Landgraf, Scott Hackl and Eric Nielsen, all representing St. Paul’s. Landgraf introduced the design team, while Nielsen spoke to the goals of St. Paul’s Center. St. Paul’s holds regular mini courses, bible study classes, lectures, service trips, a music program, one-on-one ministry and masses. Their current facilities are out of date; the student center was built over 100 years ago. The students are looking for a chapel that resonates a bit more with their experience at home. They want to build a new chapel, classrooms, meeting space, cafeteria, a residence hall that will provide housing for 150-175 students. The student center will help them minister to the hundreds of students that come through their doors every day. They plan to have a resident scholar on staff to help the students understand their faith in light of their secular studies. Because they have been in this location for over 100 years this site is very important to them. Milbrath then presented the architectural details, discussing location, character and site plans, scale and design, and neighboring properties. Shipley talked about location between Lake Street and the new East Campus Mall (formerly Murray Street), noting the heights of several surrounding buildings.

The site is 86-feet wide and primarily addresses the State Street Mall. The front lobby is intended to provide interaction with the State Street Mall. The new building would be approximately in the 165-foot height range, which Landgraf pointed out as being shorter than other developments in the area, particularly “Lucky.” The building is stepped back allowing daylight into the street, as well as complement and frame the “Pres House.” Their program does require a certain amount of scale and density. They feel like this new mixed-use building would restore some animation to this space in the City.

Discussion by the Commission was as follows:

- Staff informed the Commission that the Landmarks Commission has reviewed the project, it has concerns with the height of the building and asked for more details; as well as memos in the packet by Brad Murphy, Planning Division Director, concerning the height.
- Can you do your program in a smaller scale?
 - No. In fact the Landmarks Commission really liked the building; the issue is the relationship to the Pres House.
- No you haven't looked at it, or no you won't?
 - No we can't. If we substantially cut the height, you're cutting the program. Because of the cost of construction, the housing for us is not income related.
- We've all seen the site. How do you marshal a project like this in such a small space?
 - No differently than any other property owner with a smaller property. The crane will be internal. It's no different than any other tight site in bigger cities.
- Actually it's quite different because this is an active space.
- It feels like you've taken a building from Midtown Manhattan and plopped it down on State Street. I like height but this doesn't feel good for this site. I struggle with the comparison with Lucky. The difference between State Street pedestrian mall and University Avenue, which absolutely calls for that kind of density, they're apples and oranges.
- I struggle how this fits into the context with height and massing. I struggle how this speaks to the context from an architectural standpoint.
- What about the 21st Century?
- This is very, very heavy and thick and it almost competes with this statement piece.
- To me the Fluno Center feels about right height-wise. When I pass the Lucky building, it's too tall and the shadowing is very significant to me.
- One thing that's missing from your presentation that's very important is that you have eye level perspectives of your proposal from all angles.
- It's very clear to me that you're trying to squeeze 50 pounds into a 5 pound can.
- You have too much program for your site in this location.
- I struggle with height. You're trying to put too many uses here and to me it just doesn't fit.
- What discussions have you had with the Pres House?
 - They're still looking at the project.
- As this proceeds we will need to see shadow studies. The quality of light in that public space is going to change drastically, as will how people use it if it's going to be a shaded space.
- Contextual elevations are going to be critical, looking down the street. A vertical figure ground modeled in a way that the roofs of the buildings aren't modeled dark.
- How are deliveries proposed to be handled on this site?
 - There are some existing easements between St. Paul's and the Pres House for trash pick-up and deliveries. They will continue on this corner of the building coming out at Fitch Court.
- Taking a 14-story building and just lopping off the top 8 stories and saying, "see how this doesn't work?" That's not really fair because you've designed this building as a 14-story building.
- Most of us are in favor of density and mixed-use, but there may be way too much trying to go into this building. The site may just be too small to accomplish what you want in this context.
- I don't think the building is contemporary at all.
- What kind of thought has gone into promoting the building to the public? How does the building interface beyond these small little student lounges with the public realm?
 - Within fulfillment of the program we don't have the room for a huge terrace in front of the building. The entire entry point is at grade and opens up to the State Street Mall.

- Give some serious thought to where the compromised size is that can still accomplish your goals.
- I'm a little disturbed to see letters from staff going back to 2007 saying essentially what we're saying. You need to work through that programming and make some of those hard choices, or at least show that you have and what are the trade-offs.

ACTION:

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

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 4, 4 and 5.

DRAFT

URBAN DESIGN COMMISSION PROJECT RATING FOR: 723 State Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	5	-	-	-	-	6	5
	4	4	-	-	-	-	6	4
	5	4	-	-	-	-	4	4

General Comments:

- This project really needs to be 6-8 stories, not 13-14, maybe 10-maybe. I do appreciate the intent to use high quality materials. 50 pounds in a 5 pound can.
- Too much building for space; context is institutional at smaller scale – shadow study on Library Mall will be important. Not sure this location supports the desired program. Architecture reminds me of an art deco radio with too much fussy detail.
- Too big, architecture does not fit or complement existing.



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Draft LANDMARKS COMMISSION

Monday, November 8, 2010

4:45 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110 (Madison Municipal Building)

4. 20329

723 State Street - Development adjacent to a Local Landmark - St. Paul Catholic Center and Residential College Redevelopment

Contact: Robert Shipley, AIA

Mark Landgraf, 5964 Executive Drive, and Rev. Eric Nielsen, 723 State Street, briefly introduced the proposed project. Bob Shipley, Architect, 2211 Parmenter Street, Middleton, described the location and character of State Street. Matthew Alderman, Designer, 9418 North Green Bay Road, Brown Deer, described the exterior envelope design.

Scott Hachl, 2223 Montana Avenue, Sun Prairie; Kimberly Burkart, 221 South High Point Road; Nico Fassino, 129 West Gorham Street; and Judy Karofsky, 317 North Pinckney Street registered in support, but did not wish to speak.

Ron Trachtenberg, 33 East Main Street, registered in support and was available to answer questions.

There was general discussion about the proposed project.

Mr. Stephans and Ms. Gehrig requested additional views from the street and from the Capitol showing the existing conditions and the proposed design. Ms. Slattery asked how the proposed building related to the Ordinance criteria. Mr. Stephans, Ms. Gehrig, and Ms. Taylor expressed concern about the height of the proposed building in relation to the adjacent Landmark.

Received an Informational Presentation