

DRAFT

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 15, 2014

TITLE: 330 East Wilson Street – 6-Story, 30-Unit Residential Apartment with 1,907 Square Feet of Commercial Space in the UMX District. 6th Ald. Dist. (33110)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: October 15, 2014 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Cliff Goodhart, Lauren Cnare, Melissa Huggins, Tom DeChant, Dawn O’Kroley, John Harrington and Richard Slayton.

Due to computer-related recording issues, the specific details and transcripts of this agenda item were not recoverable. This report represents a brief summary of consideration of this item.

SUMMARY:

At its meeting of October 15, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a 6-story, 30-unit residential apartment with 1,907 square feet of commercial space in the UMX District located at 330 East Wilson Street. Appearing on behalf of the project were Josh Wilcox and Kevin Page, both representing Palladia, LLC. Registered in support and available to answer questions were A.J. Robitschek, representing Palladia, LLC; and John Kothe. Wilcox highlighted changes to plans and elevations as previously presented, noting that a determination by the Zoning Board of Appeals affirmed the need to have a full rear yard. The plans as modified feature a small commercial space along the western half of the building at Wilson Street, combined with a reduction in under-building parking and the maintenance of commercial space already proposed provide for maintaining an active use at the street consistent with the Downtown Urban Design Guidelines. Planning staff recommendations in favor of a masonry building were noted, where the Commission expressed support for the building materials as proposed.

ACTION:

On a motion by Goodhart, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for a finding that the Downtown Urban Design Guidelines are met and recommended approval of both the demolition and the conditional use.

From: Craig Jolly
To: Stouder, Heather; Cornwell, Katherine;
Subject: Re: <CapitolNeighborhoods> 330 E Wilson at Plan Commission 10/27 - public hearing 6p
Date: Sunday, October 26, 2014 8:33:37 PM

Hi,

I prefer the building be masonry. My wife and I hope to attend the meeting tomorrow.

Regards,

Craig

 E. Wilson Street

From: "Rummel, Marsha' district6@cityofmadison.com [CapitolNeighborhoods]" <CapitolNeighborhoods-noreply@yahoogroups.com>
To: "firstsettlementneighborhood@yahoogroups.com" <firstsettlementneighborhood@yahoogroups.com>; " (capitolneighborhoods@yahoogroups.com)" <capitolneighborhoods@yahoogroups.com>
Sent: Sunday, October 26, 2014 8:16 PM
Subject: <CapitolNeighborhoods> 330 E Wilson at Plan Commission 10/27 - public hearing 6p

Item # 13 -Consideration of a demolition permit and conditional use to allow an office building to be demolished and a mixed-use building containing 1,300 square feet of commercial space and 30 apartment units to be constructed at 330 E. Wilson Street, UMX District; 6th Ald. Dist. Section 28.076(4)(c) of the Zoning Code states that any new building or additions over 20,000 square feet or that have more than 4 stories in the UMX zoning district require approval of a conditional use.

330 E Wilson is at Plan Commission (City County building Room 201) after delay while the Kothe group addressed staff comments from the June 11 staff report and July 28 addendum. The developer sought a variance from the Zoning Board of Appeals to reduce the rear yard setback but were unsuccessful. Subsequently, the developer reduced the at grade parking/under-building parking by 1 stall and added 645 sf of additional commercial space. This resolved one of the major the concerns raised by planning staff about consistency with the UMX zoning and the Downtown Urban Design guidelines. The developer also changed the color palette slightly.

Staff generally supports the proposal for a 6 story mixed use building without an upper

From: Michelle Jolly
To: Stouder, Heather; Cornwell, Katherine;
Subject: Fw: [FirstSettlementNeighborhood] 330 E Wilson at Plan Commission 10/27 - public hearing 6p
Date: Sunday, October 26, 2014 8:34:19 PM

Hello Heather and Katherine - I live a couple doors down from this proposed bldg. I prefer brick vs metal. I'd also prefer it one floor lower, but not sure if that is an option.
thanks, Michelle Jolly

----- Forwarded Message -----

From: "Rummel, Marsha' district6@cityofmadison.com [FirstSettlementNeighborhood]" <FirstSettlementNeighborhood-noreply@yahoogroups.com>
To: "firstsettlementneighborhood@yahoogroups.com" <firstsettlementneighborhood@yahoogroups.com>; " (capitolneighborhoods@yahoogroups.com)" <capitolneighborhoods@yahoogroups.com>
Sent: Sunday, October 26, 2014 8:16 PM
Subject: [FirstSettlementNeighborhood] 330 E Wilson at Plan Commission 10/27 - public hearing 6p

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Staff generally supports the proposal for a 6 story mixed use building without an upper story setback on the site but still prefers that the building be clad in brick to better fit the historic character of the area. In the October 15 report, staff asks that the PC carefully consider Conditional Use standard #9:

" If the Plan Commission can find that relevant standards are met, the proposal should be approved based on conditions from reviewing agencies. **However, the Plan Commission**

From: [Mark Kueppers](#)
To: [Rummel, Marsha](#); [Stouder, Heather](#);
cc: [REDACTED]
Subject: 330 E. Wilson Street Development Proposal
Date: Monday, October 27, 2014 9:39:13 AM

Members of the Plan Commission, Heather and Alder Rummel:

On Monday, October 13th the Hancock Court Homeowners Association (HCHA) held its annual meeting. The Association includes residents from the following on S. Hancock Street (15 units) - 132, 134, 136, 138, 140B, 140 C, 142 B, 142C, 144 #1, 144 #2, 146 #1, 146 #2, 148, 150, 152. During the meeting several concerns were raised about the current redevelopment proposal for 330 E. Wilson Street. The Association voted unanimously in opposition of the proposal. Below I've highlighted our member's concerns:

- **View Shed:** This remains a significant concern for our association. The renderings provide little effort to illustrate the impact of this development on the view shed - especially during the many months when there is little to no foliage.
- **Building Height & Massing:** This development is situated next to a historic building (Kleuter) that has applied for Landmark status. The proposed 6 stories with no set back does not integrate with the rest of the neighborhood. Additionally, the elevator tower continues to expand and serves as a pseudo 7th floor.
- **Parking:** The association was deeply disappointed that the development team has continued to prioritize parking at the expense of looking at options to either provide a setback or reduction in building height.

Additional concerns have been voiced about the building's style not being consistent with the neighborhood and the loss of any

viable green space (trees, plants, etc.) between the development and our property.

It has been disheartening that the development team and city haven't worked to protect key neighborhood characteristics that are deeply valued by the community. We would request, at a minimum, that the development team re-address concerns about the project not being context sensitive in its appearance and submit 3rd party view shed and shade impact research. With leaves fallen from the trees on South Hancock it is readily apparent that the current proposal will feel significantly out of context with the neighborhood.

We recognize that redevelopment at this site is, and should be, a priority for our city and neighborhood. Our commitment is to work on ensuring that the development meets a broad set of needs - beyond just meeting the technical code requirements outlined by city policy.

Thank you for your time and efforts,

Mark Kueppers

President - Hancock Court Homeowners Association Board

Cc: HCHA Board & First Settlement District Chair

From: Zane Williams
To: Stouder, Heather;
cc: Marsha Rummel;
Subject: 330 E. Wilson
Date: Monday, October 27, 2014 3:43:23 PM

Dear Plan Commission and Alder Rummel:

In reviewing the plan for 330 E. Wilson before you this evening, I urge you to strongly consider neighborhood and steering committee recommendations to review several very important considerations regarding this project:

1) Building design and building material use: as presented, the building offers little in the way of contextualization with either the immediate or greater historic neighborhood;

2) the plan's illustrations presented to the public are out-of-scale, suggesting a building less massive and less tall than its eventual reality. This I find very troubling—that a building design be so self-evidently misrepresented in its size, height, scale, and relationship to its neighbors.

3) There is NO building set-back from the sidewalk on Hancock St. This severely affects the view corridor from the central isthmus, an important recognized view corridor at that, to Lake Monona. This Protected View was recognized in the Downtown Plan.

As a 36 year resident and homeowner in the First Settlement Neighborhood, I urge you to look long and hard at the appropriateness of this building's design, construction, and footprint on what is arguably the most important original corridor into the City.

Kind regards,

Zane Williams

From: JDS
To: Rummel, Marsha; Stouder, Heather;
cc: Mark Kueppers; Richard Engel; [REDACTED] Ed Linville;
[REDACTED] Matt Hildebrandt;
Subject: Re: 330 E. Wilson Street Development Proposal
Date: Monday, October 27, 2014 3:48:31 PM

Dear Members of the Plan Commission and Alder Rummel,

The First Settlement Neighborhood desires to see 330 E. Wilson St. redeveloped in a manner that contributes to the handsome and distinctive architecture of our neighborhood and respects the historical context of this site. This redevelopment site abuts on its north the *First Settlement Local Historic District* having 2 - 2 1/2 story brick/wood buildings, and to the east across S. Hancock St. it neighbors the *East Wilson St. National Register Historic District* having a 3 story brick building at that corner. To the south across E. Wilson St. is the 4 story brick Rubin's building and its adjoining 2 story annex. The First Settlement Neighborhood's steering committee feels that the concerns we've shared about the compatibility of the proposed building have not been sufficiently addressed for us to be able to support the proposal at this time.

We would like to summarize those concerns for you:

1. The proportion and relationship of the building in context with surrounding buildings.

Downtown Urban Design Guidelines p. 11: Massing 1a) "The proportions and relationship of the various architectural components of the building should consider the scale of other buildings in the vicinity". The proposed building's compatibility with its surroundings remains unaddressed. In materials and design, the proposed building will starkly contrast with its surroundings, and we think it is clearly incompatible.

2. The building's affect on the view shed down S. Hancock St.

Downtown Urban Design Guidelines p. 11: Massing 1c) "The mass of a building should not negatively impact views identified on the Views and Vistas Map in the Downtown Plan." The view down S. Hancock St. is identified on this map and is seen as a valuable asset of our neighborhood. The ample front yard setbacks along much of S. Hancock

St. keep that view open and inviting. We think that the proposed building will seriously intrude on and negatively impact this view, particularly during the 9 months of the year when it won't be screened by trees.

3. The building's visual interest and palette of materials given its location on a highly visible corner.

Downtown Urban Design Guidelines p. 16: Terminal Views and Highly Visible Corners 6a) "Corner buildings should define the street intersection with distinctive architecture such as tower elements, rounded walls, recessed entries or other design features." and 6b) "Buildings located at visual focal points should demonstrate a higher degree of architectural strength to emphasize their location." We remain concerned about the modern palette of materials being proposed as well as proposed building's lack of architectural strength at the principle corner of S. Hancock and E. Wilson Sts.

If given the choice, a proposal for a masonry building with more traditional architectural elements that relate to the surrounding buildings would be desired. Unfortunately, this was not explored by the development team as they've remained committed to the same overall modern design throughout the process. We ask that you refer the project to a future meeting and request the applicant to revise the exterior materials and propose a context-sensitive brick building for this site.

Sincerely,
Jim Skrentny, Chair of First Settlement Neighborhood
Richard Engel, President of the Union Transfer Condominiums
Mark Kueppers, President of the Hancock Court Condominiums
Ed Linville
Matt Hildebrandt
Chris Quinn