



UDC MEMO Planning Division

Department of Planning & Community & Economic Development

126 S. Hamilton Street
P.O. Box 2985
Madison, Wisconsin 53701-2985
www.cityofmadison.com

TO: Urban Design Commission
FROM: Janine Glaeser, UDC Secretary
DATE: September 5, 2018
SUBJECT: ID 52865 (UDC) – 7941 Tree Lane – Planned Residential Building on a Multi-Use Site. 9th Ald. Dist.

The applicant requesting initial/final approval for construction of a 4-story, 54-unit apartment building restricted to seniors aged 55+ at a mix of income limits with on-site supportive services, community development and programming.

Project Schedule

The project is schedule for a public hearing at the September 17, 2018 Plan Commission meeting.

Project Description

The project involves the demolition of an existing 2-story office building. Two parking lots will be constructed to the northwest and northeast, with a ramp to underground parking. Oriented with its long axis east-west and the primary façade facing north, the building's main entrance is located on the north façade adjacent to a small parking area and ramp to the structured parking. The entrance is accessed by a stair or a long walkway and ramp due to grade change from Tree Lane. Secondary entrances are located on the east and west facades, and just west of the main entrance. Small plantings are proposed along the south and west sides of the building and property, with several tree plantings on the east and north sides of the property, including around a small green space and the bioretention basin proposed along the north property line near the building's main entrance. The primary façade materials are three varying shades of gray fiber cement lap siding and a fourth shade of gray fiber cement paneling. The first story is predominantly the darkest gray, the fourth floor a lighter gray, and the middle floors the lightest, with other gray features to emphasize vertical and horizontal patterns and articulation. Exposed portions of the lower parking garage are shown as cast-in-place concrete. Fiber cement trim boards and fascia and vinyl windows with aluminum framing provide façade details and exterior mechanical unit louvers serve the HVAC needs of the units.

Approval Standards

The subject site is zoned CC (Commercial Center District). Section 28.185 provides the process and standards for the approval of demolition and removal permits. A multi-family building greater than 8 units is a conditional use in the CC (Commercial Center) zoning district per MGO 28.061(1) and a multi-tenant building exceeding 40,000 square feet (MGO 28.068(4)(a)) is subject to supplemental regulations in Section 28.151. Planned multi-use sites containing more than 40,000 square feet of floor area and where 25,000 square feet of floor area is designed or intended for retail use requires conditional use approval following a recommendation on the design by the Urban Design Commission per MGO 28.137(2)(e). 28.183 provides the process and standards for the approval of conditional uses.

Important Zoning/Planning Considerations:

Staff has shared the following design considerations with the development team and ask that the

Commission provide additional feedback.

- **Building Orientation.** The building as proposed is oriented so that the primary entrance and major architectural elements face the north. A secondary entrance was added at the southwest corner of the building nearer Tree Lane at the request of staff. Staff seeks Commission input regarding the adequacy of building and entrance orientation.
- **Pedestrian Accessibility.** Vehicular access is provided across the site in all directions via ingress and egress easements with adjacent properties, but because of the building's orientation and locations of entrances and exits, the adequacy of pedestrian facilities is poor. Access between the eastern entrance and Tree Lane will require pedestrians to walk along the back of the building immediately adjacent to a vehicular drive. The western entrance will also require pedestrians to walk a portion of the same path. Access from the main entrance to Tree Lane is around a parking area and across the driveway lane that leads to the ramp for underground parking.
- **General Design & Color.** The building's appearance is dominated by four shades of gray fiber cement paneling and lap siding. The building design is very gray and unit windows appear small. Staff seeks Commission input on general building design.
- **Mechanical Louvers.** The building design prominently features HVAC louvers for mechanical "wall-packs." Existing precedence requires that they are not visible from the primary façade or primary street frontages. The applicant has accomplished this, but staff has requested methods for minimizing the visual impact of existing louvers.