

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 7, 2012
TITLE: 502 South Park Street – PUD(GDP-SIP), New Construction in UDD No. 7, Mixed- Use Development. 13 th Ald. Dist. (25508)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 7, 2012	ID NUMBER:

Members present were: Marsha Rummel, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, and Henry Lufler, Jr.

SUMMARY:

At its meeting of March 7, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 502 South Park Street. Appearing on behalf of the project were Duane Steinhauer, Scott Davis, representing Plunkett Raysich Architects; and Constantine Choles. Appearing in support and available to answer questions were Steven Kieckhafer, representing Plunkett Raysich Architects; Joe Gallina and Craig Enzenroth, both representing The Gallina Companies. Appearing and speaking in opposition were Amy K. Moran, Steve Hoffenberg and Sue Hoffenberg. Appearing and speaking neither in support nor opposition was Cynthia Williams. Enzenroth introduced plans for the Ideal Body Shop building that also includes 917-925 Drake Street. The Ideal Body Shop owners are very committed to the Greenbush neighborhood and would like to see quality development on this corner and will be remaining as owners and investors in the project. They will be incorporating history and artifacts within the interior of the structure. Davis then presented renderings showing the recessed retail entrance, entry to the lobby along Drake Street, with parking ramped down underneath the building. The slope creates some interesting opportunities for them, and as the building moves west it is a 3-story building with only 2 ½-stories exposed. This addresses moving into the residential aspect of the neighborhood; the Park Street elevation would be taller. Bicycle storage areas are provided along with 54 parking spaces, and 4,200 square feet of retail for one large leased space or divided into two. Setbacks are to the sidewalk on Park Street to create that block face with a jog in the building along the north to break the length of the building, which also added an opportunity for greenspace and walk-up units moving towards the west. On the west end there is an 18-foot setback offering a lot of opportunity for greenspace and landscaping to create a buffer between the neighbors on the west. On the south side we have a 6-foot landscape buffer to help screen the parking to the south and as you move west there is a retaining wall to shield car headlights leaving our parking lot at night. The dumpster location is nicely screened from the street. The overall building is broken up with steps, materials and the expression of the balconies to articulate the façade with both materials and steps, create a lot of shadow play and depth to that façade.

Amy Moran spoke as a member of the Greenbush Neighborhood Subcommittee (which has not taken a position yet); because of the height and mass of the building she is in opposition. Greenbush is an old working man’s neighborhood, so the houses are old, small and the lots are small and deep. The major concern is the face running on Drake Street and now it feels out of proportion with the neighborhood. She likes the setback on the

3-story portion and it would be more compatible with the neighborhood if the front setbacks were at 3-stories as well. One of the charms of the neighborhood is the rooflines of the houses and she likes the gables. Rummel inquired as to whether this group has talked about the bonus stories that are allowed within UDD No. 7. Moran responded yes and they realize the developer could have shot for 6-stories, but the context of the building feels like 4-stories is as far as they should go.

Constantine Choles spoke on behalf of George's Flowers on Park Street. They are excited for the revitalization of Park Street and realize taking it to the next level is going to take developments like this one. With the six lanes of Park Street and the height of current properties it feels like a highway. He sees structures like this as having the density to create a downtown environment and support restaurants in the area as the revitalization moves forward.

Sue Hoffenberg spoke to how this might negatively impact the character and function of the neighborhood. There is also concern that homeowners that will face this project were never contacted by the Gallina Companies. She found out about this project randomly surfing the Internet; she emailed and spoke with other neighbors who had heard nothing about this development. She passed around a photo of her one-story house that is typical of the homes in the neighborhood. The second view is out her back window; the only property between her home and the proposed project is the parking lot of La Hacienda restaurant. The people who will be residents of this project will have direct views to the back of her property. She's concerned about how the lack of parking this building provides is going to impact her street. Her street is designated a park and pleasure drive and having people driving around looking for parking spots will make this difficult. The increased density is going to make it difficult for elderly and handicapped people to cross the street. She requested that Gallina be required to be in contact with local residents within a four block radius and take their input on this project.

Cynthia Williams spoke as a resident of Drake Street. She is a member of the Greenbush Neighborhood Association and the Neighborhood Council. Her concern is with the bulk and scale of this in the neighborhood. 80-feet of the frontage is on Park Street but it extends well into an established neighborhood of primarily smaller homes and feels too massive. She is not opposed to redevelopment, she would like to see change but forward projects would fit better and feel more organic in this neighborhood. She also prefers the gabled look that blends in better with the neighborhood. The current plans are an improvement from the 6-stories originally proposed, the stepbacks are good and additional greenspace should be added. This is a lot of additional people in the neighborhood. She feels there is the potential for a dormitory-type apartment and that worries her about what it will do to the character of the neighborhood. Rummel inquired if the neighborhood association has discussed the demolition of the houses involved. Williams responded that those are all rental properties; this replaces those with far more structure than the greenspace that is there now.

Duane Steinhauer spoke as a neighborhood resident whose picture window faces the parking ramp of the hospital. He has seen big changes in this neighborhood. All the concerns his neighbors have spoken of are legitimate, but they need to remember they are in the center of a vibrant community with Park Street being one of the main arterials to downtown and the campus. The developers have taken great pains to answer neighbors' concerns.

Comments and questions from the Commission were as follows:

- Have you looked at the Greenbush Revitalization Plan? It includes in there, addresses to some extent some of the ideas that are coming forward. It's a more recent plan adopted by the City and I strongly recommend you look at that. It talks about alternate types of housing.
- Why not going down for more parking?

- Because of the water table. We haven't done formal studies but we're told the water tables are close. The neighbors have standing water in their yards often.

I would test that because I have real concerns with just a surface parking lot in the back. I would challenge you to think about how you could design this by accommodating some townhouse cottages, or alleyway housing. You're giving up some developable land for that property.

- I had seen renderings of a development on this site that does use the front of the Ideal building. I wonder if you could talk about if you've explored that and if so why you've chosen this direction.
 - We have explored it some. With the eclectic nature of the architecture in the area we didn't feel it was significant enough to retain, nor is the state of it that great.
 - It might look like a new building being put on top of an old building which is something we wouldn't want to do.

I disagree. There's a lot of work that's been done by the University and students in the neighborhood. There are walking tours and the Ideal has been featured very prominently. It's not just the building that has the history. There's a lot of rich history here that needs to be taken into consideration and I would urge you to explore that a bit more and how that building might be accommodated. I would advise the neighbors to look at the plans for this area because the density is absolutely appropriate. It's in the Park Street Plan, the Greenbush Revitalization Plan, the Greenbush Neighborhood Plan and the Comprehensive Plan. I would challenge you for the townhomes to make those a bit more distinctive from the other building. I would like to see a more brownstone effect as opposed to the ski lodge look it has now.

- Are there any green elements to the building?
 - From a material standpoint fiber cement has a lot of sustainable material in it. We haven't made any selections on these but we're looking for local materials where we can, which would include the brick. Metal fascias could be from recycled materials. From a stormwater management standpoint, I don't feel the project is far enough along yet to make committed comments but we certainly have talked about the possibility of green roofs to aid in that management.
- It strikes me that the only way to get into the townhomes is by coming in through the building.
 - The townhomes do not have corridor access to the rest of the building. The ones along Drake Street have the appearance of a townhome walk-out but those are truly apartments. The floors above that entry there are separate apartments.
- I would ask you that if you want to do a townhome with the ground plane as the way to get into the building, if it's just a lower scale apartment then just design that in a way that looks attractive.
 - The intent is to try and give that more residential character. One of the problems with that is the grade and the first floor height and as you come back we have an exposed portion where the parking is partially submerged. If we didn't have these steps up to that it would have more of a wall-like feeling, which was commented on at one of the neighborhood meetings. We've addressed that with adding this more architectural and human scale element, along with the landscaping.
- Staff noted that they stepped back the scale of those townhouses but there's no engagement to the street because they're basically protecting a raised parking platform. The gesture for the roof is bold because it's not really livable space. One of the issues we had with this was consistency with the plan. The stair tower is in the stepback where the district requirements do not have an option for the stair tower and the sign is very over-scaled for the architecture.
- This is a good package and I do appreciate the fact that you have a series of elevational perspectives. I think Melissa is right on in terms of investigating how you develop the back half of the project that's within the residential neighborhood. I'm not too uncomfortable with the height.
- If we're going to be talking about "green" as a part of this project we should be talking about more substantial things like geothermal, solar, green roofs, recycling gray water, to super insulating the building.

- I agree with City staff that the stair tower is out of scale. If you push that stair further into the building and let the units wrap around you would give a space that wants windows and stair which doesn't need windows. Then you don't have the issue of this 5-story element facing the street.
- I would look at some sort of pattern that would break up the wall along the pedestrian pathway (vertically).
- I would look at some historical precedence for these kinds of stairs. There are really great stairs in Montreal or Chicago that are open underneath and are much more inviting as a space and provide opportunity for more daylighting for the garage.
- The alley part concerns me the most. This parking seems lost, it seems like a space I'm not going to want to live in. What about covering in with a green roof? I think checking where the water table is would be a good idea before you proceed any further. You've got a working alley right now and you might want to take advantage of that. If the grades are such that you could move the parking down, you should investigate ways of wrapping the building around and creating a space in the interior. You could get parking off of the back side and lap over this piece.
- I have a real problem with this as a tribute to the Ideal, it's almost mocking it. The Ideal is a neon sign and this has a California beach feel to it. The building is beautiful, but that piece just doesn't relate to the Ideal. If there's a way that that sign can be part of this without conflicting with the architecture, that's a big part of it.
- The only thing I'm concerned with is having to climb so many steps to get to these entrances. If you can lower the parking somewhat and bring this down, otherwise see about some kind of an entry feature that would bring people in before they have to go up.
- The nods to the neighborhood are just decorations. If they're going to be there they should be functional and not be just a façade. When I look at those iconic buildings in San Francisco, those townhomes, can you imagine those being one big building? It needs to be separate from this.
- We've got high density and then we've got a parking lot. If we could wrap the building around the parking lot and hide it.
- I think the texture of your building is great, it's beautiful, I really miss that building leaving the neighborhood. If only we can save the sign somehow and blend that in. It'd make a great health club, "The Ideal Body Company."
- The guidelines are very specific for UDD No. 7. The historic value and interest is a key piece of this. Nobody is talking about a sleepy restoration, we're talking about a readaptation, a very creative reuse of some of that culture with a new very lively building. I would strongly suggest looking at integrating some of that gritty industrial texture on the front face with this kind of very sleek, modern conceptual large density piece at the corner, and returning to the smaller scale of the neighborhood with the townhouse concept.

ACTION:

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

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 rating for this project is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 502 South Park Street

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

General Comments:

- Look at alley scale, stair tower, loose gables.