

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. 6<sup>th</sup> 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.

Dear Members of the Urban Design Commission,

The First Settlement Neighborhood (FSN) Steering Committee (SC) for the 330 E. Wilson St. proposal has previously raised with you issues that we requested you take into consideration when reviewing this proposal. We wish to reiterate these issues and provide additional information concerning them.

The FSN desires to see this site redeveloped in a manner that contributes to the handsome and distinctive architecture of our neighborhood. We look forward to working with developers on infill and redevelopment projects that enhance our neighborhood and respect its historical context.

Our concerns with the current proposal are:

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 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. We do not see this vicinity as having an "evolving context" like other areas of the downtown, which makes the proposed building's compatibility with its surroundings a significant concern.

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. The nearby buildings on the block along Hancock have ample front yard setbacks of at least 10' from their eastern property lines. The proposed structure does not have any setback from its eastern property line. The proposed building is also substantially higher than the surrounding buildings. We feel that it is important to understand how the proposed building will affect this view so that any negative impacts can be addressed by the building's design.

3. The building's visual interest and palette of materials given 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."* The proposed building would be the tallest structure at that intersection being 2 - 3 times taller than the surrounding buildings making it highly visible and dominating its corner. Additionally, Hancock St. has the potential to become a major gateway into the downtown based on the South Capitol Transportation Oriented District (SCTOD) recommendations, which propose cul-de-sacking E. Wilson St. and opening a new intersection at S. Hancock St. and John Nolen Dr. This has the potential to make any building on that corner a focal point for those entering into the downtown.

We are concerned about the proposed building's lack of architectural strength and uniqueness as well as the quality, honesty and longevity of the materials being proposed. The proposed design with its standard pattern of small windows and columns of stacked balconies has a generic feel that starkly contrasts with its surroundings. We are further troubled by the predominance of fully-exposed stacked balconies, especially at the predominant south east corner, since such balconies can be particularly unattractive parts of buildings once they're filled with an array of furniture and other varying belongings of residents.

Our SC had a meeting on 3/10 with the development team during which they indicated they'll seek your guidance regarding our issues. We believe it would help if the developer provided:

- Pedestrian level realistic views showing the development *in context with the existing structures* (not just faceless white boxes),
- A view study southward down Hancock St. showing the view *with and without the proposed building*, and
- Shadow studies that illustrate the impact of the new structure on the neighboring Hancock Court Condominium buildings.

We appreciate your assistance to ensure this project is a handsome and compatible redevelopment. We look forward to working together on our mutual mission to "*encourage and promote a high quality in the design of new buildings*" so that this new building will be recognized as an asset of our neighborhood.

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

Members of the UDC and Alder Rummel,

On Monday, 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.

We'd request a 3rd party engage in view shed and shade impact research so that we have a more complete idea of what the impact of this development may entail before final approval is granted.

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

Members of the UDC and Alder Rummel,

I received notice from Kevin Page about the design update a week ago, and our steering committee has not had the opportunity to meet regarding this iteration of the design for 330 E. Wilson St. However, I have shared this new information with some neighbors, and below is a summary of comments with specific comments in quotes:

- There continues to be a strong concern about this building's affect on the view shed down S. Hancock St. The openness of this view is highly valued by the neighborhood. - "It's disappointing that there continues to be no progress on our view shed issue, and the lack of contrast between the building and the sky in the developer's image (EX.06) hides the substantial change that this building will bring to that view."
- There continues to be a strong preference for a retail use on the first floor to activate that space, and a desire to increase space for that purpose. - "Why not eliminate the parking entirely to maximize the potential for retail use?"
- There continues to be a strong concern about the overall height and massing of the building with respect to its surroundings. - "Not only is the building the tallest in our neighborhood, its stair tower now feels more massive - like a 7th floor penthouse".
- There is a preference for the use of color, but neighbors continue to be concerned about the stark contrast of this building's architecture with the neighboring historical buildings. - "I'm very worried that this building will stand out like a sore thumb like the ugly apartment buildings in Mansion Hill!"
- There is interest in as well as concern about the lap siding - "but the additional texture that the lap siding provides might add architectural interest and perhaps can relate to the narrow gauge lap siding of nearby homes".

A neighbor also pointed out, with some urgency, a problem with the renderings, which I promised to share with you. There appears to be a significant inconsistency in renderings R1.01 and R1.02. In R1.01 the tan building neighboring on the left is about 2 stories tall when compared to the proposed building, which seems reasonable. In R1.02 that same tan building has grown to more than 3 stories tall, or as I was told "the new building has shrunk to give the false impression that it is appropriately scaled for its surroundings". Since the two buildings are separated by about 10 feet, it was difficult for me to explain this inconsistency as resulting from perspective or an elevation change. The question then was raised about the reliability of the view shed images.

We appreciate your continued assistance to ensure this project is a handsome and compatible redevelopment.

Jim Skrentny  
Chair - First Settlement Neighborhood  
330 E. Wilson St Steering Committee Member

**From:** Lily Turner <Sent: Tuesday, June 10, 2014 8:34 AM  
**To:** Rummel, Marsha  
**Subject:** 330 E. Wilson

City Alder Rummel,

I'm a young adult who, along with my partner, is moving in to our first condo. We recently purchased a unit in the historic Kleuter building. Recently, we were e-mailed by our condo board to get us up to speed on the proposed development at 330 E. Wilson. While I value and appreciate the need for growth and the City of Madison's ability to keep up with the demands for growth, I can't agree with any attempts to do so at the expense of Madison's historic past. The Kleuter building is a historic gem, representing Wisconsin's strong ties to working class families, cream city brick, and a treasured architectural style.

We chose to be a part of the First Settlement Neighborhood because of its strong ties to the traditions of Wisconsin. We believe that the 330 E. Wilson building can be a part of that too, but not without some compromise from the developers. The developers thus far have been unwilling to budge on the six-story height of the building, even though it will be completely out of sync with its surrounding neighborhood. The development will also infringe upon the aesthetics of the whole neighborhood by blocking the historic view down S. Hancock toward Lake Monona. For these reasons we ask that the developers provide, at a minimum, a 10 foot setback to help preserve the aesthetics of the neighborhood.

If the development team will not make any of the changes to reduce the height of the development and add a setback off of Hancock Street, we ask you not to support this project. While this city is one that supports growth, it can not be growth for it's own sake - it must be progress. To progress is to include the needs of all impacted - a goal I think we can all achieve together.

Sincerely,

Lily Turner

■ S. Hancock # ■

**From:** Mark Kueppers <  
**Sent:** Tuesday, June 10, 2014 9:19 AM  
**To:** Rummel, Marsha  
**Cc:** Verveer, Mike  
**Subject:** 330 E. Wilson Street Development Proposal

City Alder Rummel,

Hope you are well. It was good spending time with you last Wednesday following the neighborhood informational meeting on the proposed site of 330 E. Wilson Street. I appreciate your efforts in trying to find opportunities to add vibrancy to our neighborhood while maintaining a respect for its rich history. That is a delicate balance to strike.

I am planning on attending the UDC meeting tomorrow evening to share a statement from the Hancock Court Homeowners Association. It is clear that our members are concerned about the size and scope of the building. The proposed 6 story complex - as currently outlined - will significantly impact our community. While the architecture has improved, the developers haven't made any adjustments to address concerns about the building height or the historic view-shed (from Main Street towards the Lake) that would be sacrificed. As a result I am unable to support the project at this time. This stance is also consistent with our association.

We are interested in working with the developers to add a development that builds off the improved architecture and takes into consideration the historic nature of our neighborhood. If the development team would address the height of the building (by reducing the number of floors) or add a step-back off S. Hancock Street this would seem like more of a complimentary development. Based on these concerns I'd ask you to not support this project.

Thanks again for your service to the city and our great neighborhood.

Let me know if you have any questions or concerns. (Note - I've copied Alder Verveer as well so that he is aware of my concerns).

Take care,  
Mark Kueppers  
■ S. Hancock St. #■  
Hancock Court Homeowners Association Board President

**From:** Elizabeth Bearden < Sent: Tuesday, June 10, 2014 10:03 AM  
**To:** Rummel, Marsha  
**Subject:** Concerns regarding 330 E. Wilson Street

Dear City Alder Rummel,

As a resident of the First Settlement Neighborhood (█ S. Hancock St.), it is important to me that any proposed development takes into consideration the context of the neighborhood and the needs of the community. The view coming down S. Hancock Street towards the lake will be radically compromised if approval is granted for the 330 E. Wilson Street development proposal, and pedestrian safety will be reduced. The developers have seemed unwilling to yield on the height of the building – even though six stories is out of context with this section of downtown.

Additionally, the proposal doesn't protect the historic view-shed down S. Hancock Street (towards Lake Monona) as the building would be built without any setback off of the street (inconsistent with the historic Kleuter Building next door).

As a pedestrian who uses a guide dog (I am visually impaired), I am particularly concerned about reducing the already narrow sidewalks on this corner further and adding a turn in for parking for this building, making for potentially less visibility of pedestrians on the part of cars and less room for pedestrians to travel safely. At a minimum the developers should be willing to provide a 5-10 foot setback to help preserve the historic nature and natural urban beauty of our neighborhood and to insure the safety of pedestrians on Hancock and Wilson Streets.

If the development team is unwilling to make any of these changes (reduce height of building or addition of setback off of Hancock Street) I'd ask you to not support this project.

Sincerely,  
Elizabeth Bearden



-----Original Message-----

From: JDS [mailto: ]  
Sent: Wednesday, July 09, 2014 1:18 PM  
To: Kevin Page; Martin, Al; Rummel, Marsha  
Cc: Stouder, Heather; Mark Kueppers; Tucker, Matthew; John D. Kothe;  
mark.landgraf; Josh Wilcox; AJ Robitschek; William F. White  
Subject: Re: 330 E Wilson - Updated Renderings

Kevin and Members of the UDC,

Neighbors like the new direction of the building's design (when compared to earlier versions), the new community display space, and the use of the commercial space for a market or some other retail establishment.

However, concern continues to be expressed about the affects of the view down Hancock St. and the overall height and massing of the building with respect to its surroundings. We appreciate the additional imagery, which has helped neighbors understand the impact of the new building. However, the image down the west sidewalk of Hancock St. underscored our desire that the entire building be set back or at least the upper floors be stepped back from Hancock St. We believe we have clearly expressed our concerns to your team and the UDC and will not be taking additional time at the meeting tonight to reiterate them.

Jim Skrentny  
Chair - First Settlement Neighborhood  
330 E. Wilson St Steering Committee Member

**From:** Phil DeSantis < Sent: Monday, June 9, 2014 10:16 AM  
**To:** Rummel, Marsha  
**Subject:** 330 E Wilson development project

City Alder Rummel,

As a resident of the First Settlement Neighborhood, it is important that any proposed development takes into consideration the context of the neighborhood and the needs of the community. The view coming down S. Hancock Street towards the lake will be radically comprised if approval is granted for the 330 E. Wilson Street development proposal. The developers have seemed unwilling to yield on the height of the building – even though six stories is out of context with this section of downtown. Additionally, the proposal doesn't protect the historic view-shed down S. Hancock Street (towards Lake Monona) as the building would be built without any setback off of the street (inconsistent with the historic Kleuter Building next door that I live in). At a minimum the developers should be willing to provide a 5-10 foot setback to help preserve the historic nature and natural urban beauty of our neighborhood.

If the development team is unwilling to make any of these changes (reduce height of building or addition of setback off of Hancock Street) I'd ask you to not support this project.

Sincerely,  
Phil DeSantis  
■ S. Hancock Unit ■  
Madison, WI 53703

**From:** Stephanie Wilson < Sent: Monday, June 9, 2014 9:41 AM  
**To:** Rummel, Marsha  
**Cc:** Brian Miller  
**Subject:** Development on Wilson Street

City Alder Rummel,

We have been in your district for about a year now-great to meet you via email! I am the Spokeswoman for Planned Parenthood of Wisconsin and I live with my fiancé Brian Miller, Division Manager for Client Systems at Epic and our goldendoodle puppy Dr. Watson. We have some concerns regarding the new building development on Wilson Street.

As a resident of the First Settlement Neighborhood, it is important that any proposed development takes into consideration the context of the neighborhood and the needs of the community. The view coming down S. Hancock Street towards the lake will be radically compromised if approval is granted for the 330 E. Wilson Street development proposal. The developers have seemed unwilling to yield on the height of the building – even though six stories is out of context with this section of downtown. Additionally, the proposal doesn't protect the historic view-shed down S. Hancock Street (towards Lake Monona) as the building would be built without any setback off of the street (inconsistent with the historic Kleuter Building next door). At a minimum the developers should be willing to provide a 5-10 foot setback to help preserve the historic nature and natural urban beauty of our neighborhood.

If the development team is unwilling to make any of these changes (reduce height of building or addition of setback off of Hancock Street) I'd ask you to not support this project.

We look forward to getting to know you as our alderwoman and thank you for your service to the city!

Stephanie Wilson and Brian Miller  
■ S. Hancock Street  
Madison, WI 53703

Oct 15, 2014

Members of the UDC and Alder Rummel,

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