

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 10, 2016

TITLE: 722 Williamson Street – New Development Containing 142 Residential Units (96 in the New Building Adjacent to Bike Path and 46 Within the Olds Seed Building) and Approximately 7,200 Square Feet of Commercial Space. 6th Ald. Dist. (41575)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

DATED: February 10, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair*; Tom DeChant, Cliff Goodhart, Michael Rosenblum, Sheri Carter, Lois Braun-Oddo, John Harrington, Richard Slayton and Dawn O’Kroley.

Wagner recused himself on this item, Slayton acted as Chair.

SUMMARY:

At its meeting of February 10, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new development containing 142 residential units and approximately 7,200 square feet of commercial space located at 722 Williamson Street. Appearing on behalf of the project were Marc Schellpfeffer, Lance McGrath, Taylor McGrath and Michael Metzger, all representing McGrath Property Group. Registered neither in support nor opposition was John Coleman.

Jay Wendt, Planning Division gave some background on this project as a PD. The bike path is still a commuter corridor that could one day become a street, but it cannot be classified as a street. Normally this would not be a rezoning if that were classified as a through-street. The Commission should look at the bike path frontage and treating it like a streetscape, programming on the ground floor and thinking of that long-term vision. This project is in a Landmark District where normally this would go to the Landmarks Commission first, but there is a zoning requirement that as a PD they have to have a conversation with the Urban Design Commission, while keeping in mind that Landmarks does have some primary authority on this project.

The site is 1.5 acres in the Third Lake Ridge Historic District. The Olds Seed building is a concrete structure in great shape and gives them the opportunity to create distinct units not otherwise found in Madison. The units will offer exposed concrete floors and ceilings, high ceiling height, exposed duct work and exposed brick on the outside walls. Environmental remediation is necessary because of an above ground heating oil storage facility that was housed here from the 1940s-1970s. They are working with WHEDA on funding to make 20% of the units affordable housing. A series of 27 surface parking stalls in the rear of the Olds building will provide access for Fire apparatus while somewhat engaging that back entrance. 150 parking stalls in two trays will also be available. A large promenade in the back will activate the Olds building creating an outdoor terrace to allow the commercial space to spill outside along the east (outdoor dining, casual seating). This also creates a sense of safety for people along the bike path. Building materials will be sympathetic to the surrounding materials with two forms of brick, corrugated panel as the dark component with some texture, and lighter gray flat panels. The

front elevation windows will be replaced, and additional windows are proposed on the back corners to allow additional light into those units in similar proportions. Bicycle parking is proposed on the exterior and interior of the building.

John Coleman talked about the bike path and the Livingston next door that readily uses the open space along the bike path as an area for their dogs to relieve themselves. This looks to be a better use for this space, but the team should also think about a good space for that use. A development like this complements City open space. A number of people in this area would like to see more of a focus on the bike path.

Comments and questions from the Commission were as follows:

- I think you're activating the space very nicely. I have a concern that right now there's a fence separating the parking lot from Ground Zero, I believe a lot of people are going to want to park in the Ground Zero lot and go to their space. Is there any thought on how that would be controlled?
 - I don't think the owner would be real happy with that.What I see is at some point maybe there could be some control. I'd love to see that fence change to something more impenetrable.
- The lantern is the perfect activity to bring those people in, but what I wish I could see is a little bit of that greenspace sneaking out through the lantern. And instead of the idea of the Olds building and tacking an awning on the old building, you've got those two cast stone piers in the front at the main entry, what if that concept of something coming from the site to create this one tier where semi-private space is protected from the parking, and then maybe another shorter tier so that pedestrians are protected from the drive aisle. This idea of two tiers. It may be a way of activating this building without clipping onto it.
- I think the direction is great, I love what you're trying to do. I know you need fire access but on the ground level this is going to look like a big concrete lot. I would suggest figuring out a way to get a line of trees in there, columnar trees or something to break that up.
- When you come back if you could show us the shadow patterns of that building onto the bike path for July 1 and January 1. I am a little concerned about black ice.
- If you can do something along this drive so vehicles in this space don't feel like they're driving in the pedestrian space and pedestrians aren't crossing through a parking lot.
- With the promenade and the lantern, if they were somewhat more unified in their design and detailing, it would really seem like it's one unified development and the front door of the new building is coming out towards the street. Maybe you can bring some of that detailing and design materials to the bike path. I think it could be a lot more unified and simplified as one design expression.
- When you come back it would be helpful to know how you would interact should this become a streetscape. And also the discussion of people who have pets in your building.
 - We do have a small dog run along that face right now.
- I do like the idea of having a greenspace, I like that outdoor terrace, this is a nice project. But you have a real curve for the delivery trucks, and I can't imagine enjoying a cup of coffee and having an idling Diesel truck sitting in front of me for 10 minutes.
 - And I think some of that would be "when are they actually delivering?"
 - Whoever operates the space would have the same concerns and perhaps schedule their deliveries for non-peak times.
- Do they have control over deliveries for the rest of the building?
 - Not necessarily, but if that's a restaurant space that would be the more active use, the other two commercial spaces fronting on Williamson Street are probably more suited for retail.
- Show the streetscape in the design concept and how it interacts.

ACTION:

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

URBAN DESIGN COMMISSION PROJECT RATING FOR: 722 Williamson Street

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

General Comments:

- Good site plan. Landscaping needs to separate parking interfaces – too much unobstructed concrete creates lack of spatial definition. Provide shadow patterns for July 1-January 1.