



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 1402 S. Park Street
Application Type: New Mixed-Use Building with Residential and Grocery Store in UDD No. 7 – Final Approval is Requested
Legistar File ID # [62064](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Melissa Huggins, Urban Assets/Brandon Rule, Rule Enterprises, LLC/Megan Schuetz, Movin' Out, Inc.

Project Description: The applicant is seeking final approval for a new six-story mixed-use building to contain a 24,000 square foot grocery store, community meeting space, structured parking and 150 apartments on the Truman Olson site. The development will be requesting 2 bonus stories.

Project Schedule:

- The UDC received an informational presentation on October 7, 2020.
- The UDC granted initial approval on December 2, 2020.
- The Plan Commission is scheduled to review this proposal on January 11, 2021.

Approval Standards:

The UDC is an **approving body** on this request. The site is located in Urban Design District 7 ("UDD 7"), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(14).

Summary of Design Considerations and Recommendations

Staff recommends the UDC review the project against the requirements and guidelines UDD 7 and Commission's comments from the December 2 initial approval, and then provide recommendations to the development team for their land use application.

The proposal includes some differences from what was presented at the December 2nd Initial Approval presentation. While the mass is largely similar, the articulation of the building has been revised and includes changes to the exterior pallet and material organization.

Additional changes include.

- Added green roof above grocery store
- Updated outdoor recreation space on south facing rooftop terrace to show activity areas.
- Relocated the community room and fitness center to be adjacent to and have access to the south facing outdoor rooftop terrace.
- Updated parking roof by adding screen wall and deck screening.
- Updated elevations to address siding colors on residential wing for elevation facing both Cedar Street and south toward garage.

For reference, below are relevant standards from UDD 7.

Building Massing and Articulation.

- Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Details shall include window and door trim, recessed entries, awnings, and/or other features.

Building Setbacks and Orientation.

- *New buildings shall have a setback between one (1) to ten (10) feet from the front property line. The front yard setback should be designed to provide for amenities that will enhance the visual and pedestrian character of the street.*

Building Height.

- *New buildings should generally be limited to four (4) stories in height. However, building height bonuses of up to two (2) additional floors may be allowed depending on the quality of the design, the effect of the development on the adjoining neighborhood, and the contribution of the project to: the use mix and activity in the vicinity, and the character of the street. The bonus stories serve as an incentive for creative building design and should not be viewed as the permitted height.*
- *“Green” building design that promotes energy efficiency is encouraged.*
- *New buildings in excess of three (3) stories shall incorporate a front façade stepback of at least fifteen (15) feet from the building face at the third floor.*

Staff recommend the revised plans be reviewed for conformance with the UDD 7 standards and and December 2nd UDC Initial Approval Conditions.

Prior to the December 2, 2020 meeting staff prepared the linked [staff report](#) which requested the UDC look at issues of Massing/Articulation, Open Space, Relationship Between Parking Ramp and Adjoining Units, and the Southern façade articulation. In response, the UDC granted initial approval subject to the nine comments listed below. The UDC should review the updated plans to determine whether the proposed modifications meet the standards and conditions, including those related to useable open space and façade composition. Regarding the UDC’s fifth condition that addressed revisiting the western building articulation, staff request UDC provide feedback regarding the adequacy of that façade’s vertical articulation and the composition compatibility between lower and upper floors.

Initial Approval Conditions:

The Urban Design Commission granted **initial approval** of the project on December 2, 2020 subject to the conditions below. Final approval is required prior to final sign-off and issuance of projects for the development.

- Response to comments on the play space and the development of that corner of the site, which is highly tied to stormwater management.
- Explore potential expansion of green roofs.
- Explore significant creative alternatives for recreation space on-site.
- Address the parking structure use of the top level adjacencies and proximity to windows, and that space between cars and windows.
- Revisit the white siding for something darker, looking at how the second/western building is articulated to address the flat and long that façade is, how the white vs. brick is articulated, and the walk-up from the two-stories along that plane.
- Incorporation of the string lights as a feature on the north side.
- Members comments regarding use of a sort of a cistern or holding solution for the stormwater and creative solutions to stormwater and how it relates to recreational space, including a cistern system under the parking.
- Units facing south should have an equitable feel to them as the north. The detailing is less on that side, the parking is on that side.
- Consideration of Alders Carter and Evers requests for more color and vitality [in the building design].