

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 15, 2021
TITLE: 3005 University Avenue – New Mixed-Use Building Located in Urban Design District (UDD) No. 6. 5 th Ald. Dist. (68731)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Kevin Firchow, Acting Secretary	ADOPTED: POF:
DATED: December 15, 2021	ID NUMBER:

Members present were: Cliff Goodhart, Chair; Tom DeChant, Lois Braun-Oddo, Craig Weisensel, Christian Harper, Rafeeq Asad, and Jessica Klehr.

SUMMARY:

At its meeting of December 15, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new mixed-use building located at 3005 University Avenue in Urban Design Commission (UDD) No. 6. Registered and speaking in support was Kevin Burow, representing Knothe & Bruce Architects, LLC. Registered in support and available to answer questions was John Flad.

Burow presented the proposed redevelopment of the Smoky’s site, showing commercial along University Avenue and vehicular access along Schmidt Place, with underground parking for 59 residential units, and 11 surface stalls for the commercial customers and visitors off one main drive. The building steps back for a large outdoor plaza area on the fifth level, as well as stepping back along the south and western side to provide a buffer from the adjacent neighboring property. The main lobby for the apartments share a common entrance with the commercial space off of University Avenue, with a sidewalk off Schmidt Place for the direct pedestrian entrance. The second floor offers an exercise room as well as large patios over the parking area. The fourth and fifth floor show a community room and outdoor space. Concept elevations show a combination of masonry elements in both cast stone and brick veneer, composite siding and accent panels to highlight the corner directly above the commercial space. The fifth floor cannot be seen from the University Avenue frontage as it is stepped back 30-feet. A red canopy marks the entry into the parking area for residents and commercial users and visitors. The base element along the Schmidt Place façade is cast stone with fenestration to break that up, with brick elements above, composite siding and inset balconies for each unit.

The Commission discussed the following:

- The staff memo notes concerns about the commercial entry prominence and the articulation along Schmidt Place underneath the parking. That is a pretty brutalistic façade at the moment.
 - We certainly can study this further on how best break up that façade. It is parking behind there, but perhaps more detailing to the masonry, recesses, windows into that level.

- I like the look of this building, it is more modern and attractive than next door. I'm a fan of the color accents, could be a darker red. Distinctive feel without being too in your face. The parking garage wall, that foundation could certainly be made much more attractive with landscaping beds of shrubs and grasses along that whole expanse. Seems like at least one tier of units that are looking out at the blank masonry side of the apartment building to the west, I like what they did with the terraces for some units on the west side of the building.
- We got a late in the day comment from a law firm complaining about an easement given to Bagel's Forever. Looks like you've already addressed that concern which they didn't seem to acknowledge. Nice looking project to replace the late great Smoky's Club.
- This could be simplified in materiality. I'm not a fan of the bright color accents, that might be a trend that's a little bit on its way out. We've been seeing a ton of it for a long time.
- If it just turned the corner, simple enough that would be perfect.
- Color is pretty subjective.
- The front has a nice setback but the back is right up against single-family residential. I wonder about the denseness and proximity to that. This is such a great part of the city that doesn't have much rental housing for families. Three-bedrooms would be nice to see here.
- University Avenue is rather drab, maybe color isn't a bad thing.
- I like the color, don't know about the red inset of the glazing stripes. I also agree with not needing that many materials. Keep the red but you don't need four other ones. The articulation and push and pull does enough for the massing without having the white, red, gray. I think the color helps out a little bit.
- The four story expression could be a different read, with the fifth story being masonry. Could be a nice head and tail to the building.
- I like the framing, not married to the color. Agree with one less material. Along the Schmidt Place first floor, what is that element?
 - Those are windows. Depending on the interior finish they may be obscured as opposed to vision glass.
- Clearly that base needs to be more activated. One solution is using glass block in a more generous fashion at the first level parking.
- The new Pantone color of 2022 is deep periwinkle.
- If you could do more of a screening like a typical open air garage that might get more to the rhythm of the building, the doors and windows above, and might give it more character than those really small punched openings that don't seem to fit.
- Commercial space, where are these people going to park?
 - Those 11 open air stalls are open to the public for the commercial space and residential visitors.
- Is there on-street parking on Schmidt Place?
 - That is being evaluated now by Traffic Engineering.
- Maybe a couple stalls along there might work to your advantage.
- You have a deep terrace where landscaping can do a lot for that.
- If you were with a group of friends with one in a wheelchair who had to go in through a different entrance, ADA should just be built in. Making somebody go around to the backside just isn't very inclusive.
- Any way the commercial could stretch along University and have the lobby entrance off of Schmidt?
 - Right now we're reserving the corner for commercial visibility.
- When you look at the commercial you don't really see an entrance to it.
- Might be hard for whatever business goes in there, it needs an entrance off University but most will come in via parking. Deciding which side is the front of the commercial becomes difficult.
- Using that bold red as a design element could also signal an entrance.

- Maybe the whole bold red and white fronts the entire University Avenue with commercial, bring in your office and lobby back behind off Schmidt Place.

ACTION:

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

DRAFT