

URBAN DESIGN COMMISSION MEETING REPORT

May 11, 2022



Agenda Item #: 12

Project Title: 155 E. Doty Street - Planned Development (PD), New Development in the Downtown Core. 4th Ald. Dist.

Legistar File ID #: 71150

Members Present: Cliff Goodhart, Chair; Tom DeChant, Shane Bernau, Rafeeq Asad, Christian Harper, Christian Albouras, Jessica Klehr and Russell Knudson.

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

SUMMARY:

At its meeting of May 11, 2022, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a multi-family project located at 155 E. Doty Street as the final phase of Judge Doyle Square. Registered and speaking in support were Aaron Ebent, representing Kahler Slater, and Nate Gundrum. Registered in support and available to answer question was J.P. Beitler.

This final phase of the Judge Doyle Square development, similar in size and scale to what was previously approved, with the roof now just below the Capitol Preservation Height Limit, and modification of the palette to be complementary to what has been done across Pinckney Street and on the adjacent hotel site. Because the site is a bit of a Rubik's Cube, there is only one way to program the building to work operationally with the site constraints and significant grade change, and still meet the zoning requirements and building code. The podium contains three levels of parking partially built in ground for 150 cars, exposed as two stories along Doty Street and three along E. Wilson Street. Approximately 202 market rate apartments are proposed, with a top floor stepback to allow for an outdoor terrace near the resident amenity space with an exposed halo frame. Building materials are a contemporary palette to be respectful of but not identical to the adjacent hotel, including dark gray metal panel with ribs in a horizontal orientation, black framing and smooth black spandrel panels on windows, and as much glazing at street level is as practical. Views to celebrate the historic Fess sign will be enhanced with seating. A green roof and tenant terraces at the roof level of the podium are proposed. No HVAC systems are expected on the façade, but there will likely be rooftop equipment. Signage will be minimal and be mainly for the front door and parking entrances.

The Commission discussed the following:

- Is this the proposed façade and massing or is that still in process?
 - This is where we are at this time, but felt it was important to get your comments as we keep developing it.
- All I see is a rectangle with some hung balconies. There's literally not much else going for it. Is that the intent to be that simplistic or are you going to do some pushing and pulling?
 - We are trying to be rigorous and have a refined approach to it. Given the geometry of the site there is not a lot of push and pull. The site is only 100-feet wide and the tower takes up most of that. We don't want to get any closer to the property lines, then we aren't allowed glazing on those façades. Our hands are a little bit tied in this mid-block position.
- When you look at the lighter material vs. the darker metal, what's the difference in those two planes?

- Several inches, but those exact details aren't worked out yet.
- That's the push and pull that could potentially give this more character. Think 6-8 inches not 1-2 inches will provide more interest. It's literally a basic rectangle with some punched openings. In this location it could have more interest.
- Does it interface with the Great Dane courtyard in the back, and if so, how does that work?
 - The courtyard has a retaining wall with mature plantings. Our goal is to maintain 100% of that, this design does not contemplate the demolition of the retaining wall.
- Good to know. There will be balconies that will look into that space. It's good to understand that space.
- I recognize this isn't an easy site, but it's also prime real estate in the City of Madison. All the buildings around this site have such a variety of details and colors, a certain human scale as well. It's all subjective, but I sure wish something really special and unique was happening here and I'd encourage thought be given to that. The facade facing E. Wilson Street is a tough one at street level and could use some attention. Something surprising, really special that says this is downtown Madison, don't be afraid of doing something unique.
- I caution against such dark colors and whether it bounces light off, in our climate, recognizing where the sun is in the winter. Dark colors aren't that successful in downtown in such a huge amount.
- When we were looking at the hotel, they did this light arrangement down the spine of the building because it is a vibrant downtown location. I wonder what does this look like at night, is there any art or life that says we're in a downtown location? Encourage you to think about some of those things that might supplement some of the push and pull. That's the beauty of architecture, making those challenges come to life, this is prime real estate.
- While I'm not advocating for this to be a busy and fussy composition, we already have one corrugated metal residential tower downtown. Subtle color, tone or texture differences to brighten it up on those cold windy days, give it some life. I wouldn't look at this and say 'that's home.' The form and program is fixed, but there are definitely ways to bring life to it through what the Commission has said and perhaps the use of subtle complementary colors, articulation – changes in plane. With regard to the base of the building, especially at the Wilson Street side, maybe you want to play around and express and embrace that vs. making it a blank wall. Translucent glass with different colors, screening, acknowledging there is parking there but making it a different experience.
- It's really important to take advantage of what glazing areas you do have and see if there's some way to push them back and undulate a little bit, not make E. Wilson Street the forgotten service façade.
- The blank wall needs to be fixed. Since this is not an old brick warehouse, I see no reason to do hung balconies when they could be better integrated with the façade.
- How is the space between the back curve of the hotel and straight line of this being treated, is that a built-up space? This abuts structure? Previously there was a greenspace. Overall there is a feeling of somberness to the building. Providing a graphic to better show the relationship to the hotel and the rooftop patio would be beneficial.

Action

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