

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 5, 2011

TITLE: 2102 Pankratz Street – New
Construction/Exterior Remodeling in
UDD No. 4 for “Ale Asylum.” 15th
Ald. Dist. (23928)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: October 5, 2011

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Richard Slayton, Henry Lufler, Dawn O’Kroley, John Harrington and Melissa Huggins.

SUMMARY:

At its meeting of October 5, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction and exterior remodeling located at 2102 Pankratz Street. Appearing on behalf of the project were John Schaefer, Lisa Pearson, Paul Raisleger, representing Eppstein Uhen Architects. Appearing in support but not wishing to speak was Marty Rifken. Appearing in support and available to answer questions was Otto Dilba, representing Ale Asylum. Raisleger presented an overall site depiction showing the surrounding areas and orientation of the building. Changes to the site plan include fire access cutting through what used to be a median that changed some of the parking lot circulation; direct connection for pedestrians to Pankratz coming through creating a median aisle between parking that connects to the sidewalk at the front of the building. Bioinfiltration has been moved to one side of the building and worked out with City staff. Parking has been reduced from 164 to 149 stalls, including employee and public parking. Currently there is no parking on Pankratz Street. Satya Rhodes-Conway discussed the need for pedestrian, bicycle and sidewalk connections and improvements from Schlimgen north as far as Darwin, and onto International. She hopes they will improve the pedestrian connection at Schlimgen and at International; they are putting in on the other side of Packers from International a ped-bike connection into the neighborhood. She already has constituents asking her about the best bicycle route to this location. Other changes include increased space between the sidewalk and building for more greenery, extension of the beer garden to the north and west to have more of a presence and visibility from the street, as well as more sun; separation between the parking lot and the north by moving the trellis to the north side; the addition of benches within the entry plaza. Raisleger discussed changes to the north face of the exterior with metal panels to keep it open and lightweight, which enhances the front entrance; signage identifies areas around the building, with LED halo lighting proposed. Staff noted the need to have Matt Tucker, Zoning Administrator review the signage package for consistency with the Sign Control Ordinance.

The Commission noted the following:

- Provide tree islands at an 11-12 stall interval.
- The need for placement of a sign at the intersection of International and Packers Avenue. Staff noted that off-premise signage would require a specialized approval from Steven Cover, Director, Department

of Planning and Community & Economic Development under provisions of the Sign Control Ordinance, as well as from the Commission.

- It was suggested something be done for parking cars to prevent them from driving on the landscaping, as well as marking the pedestrian/bicycle pathways with lines and making sure they are wide enough.
- Look at some reduction in parking or banking of stalls based on the possibility/necessity (by code); look at flipping the accessible parking stalls to be closer to the entry.
- Shift accessible parking to the right to allow for future expansion.
- It seems like there's a lot of pervious pavement relative to the site.
- Maybe there's a way of creating a rain garden in the middle of the property so once it fills up it is activated.
- Shifting your accessible parking would allow you to expand your beer garden in the future and lose a couple of non-accessible stalls.
- Look at the median that runs right to left near the staff parking – all the others run up and down. If there's a way to integrate that direction of median with the walk it would be much more comfortable. The walk through the parking lot should be raised in the area of both drive aisles.
- I think the hops trellis is outstanding and would want to walk next to that.
- The subtleties in the material while still being the same material are fantastic.
- Make bioretention areas more aesthetic in appearance, more natural.
- Provide more landscaping off of southeast corner of the building with slight berming.
- Put some grass in the back lot; use no mow fescue in future area of expansion.
- Talk to Traffic Engineering about making sure the bicycle racks are in the right places for the directions the riders will be coming from.

ACTION:

On a motion by Barnett, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion provided for the following:

- The south yard be no-mow fescue.
- The applicant at their option introduce the additional three stalls at the vacant asphalt area to the east.
- A raised concrete walk that serves as the wheel stops along the asphalt in the bays of stalls off of the northeasterly corner of the building.
- Revise bioretention area plantings to be more natural and aesthetic in their type and arrangement.
- Flipping of the accessible stalls.
- Signage is approved pending Zoning review for consistency with the Sign Control Ordinance; if not may require further consideration.
- Introduce the rain garden in the center of the parking lot in lieu of adding an additional tree islands.
- Acknowledgement that this meets the requirements of Urban Design District No. 3.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6.5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2102 Pankratz Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	7	-	-	6	5	6
	-	-	-	-	-	-	-	6.5
	-	7	6	-	-	6	-	6
	6	8	6	6	7	6	7	7

General Comments:

- Good infill project.
- Everyone is very excited...attractive building, work on bike-ped connections.
- Nice project!