

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 23, 2013

TITLE: 149 East Wilson Street - Mixed-Use, Fourteen-Story Building Containing 127 Apartment Units in UMX District. 4th Ald. Dist. (31917)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: October 23, 2013

ID NUMBER:

Members present were: Richard Slayton, Acting Chair; Dawn O’Kroley, Melissa Huggins, Lauren Cnare, Cliff Goodhart, John Harrington and Tom DeChant.

**SUMMARY:**

At its meeting of October 23, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a mixed-use, fourteen-story building containing 127 apartment units in the UMX District located at 149 East Wilson Street. Appearing on behalf of the project were Lance McGrath, Paul Cuta and Marc Schellpfeffer, representing McGrath Property Group. Schellpfeffer gave an overview of the proposed project with the goal of creating something that is part of the cityscape vista. There is an 18-foot fire lane easement to the east on their property line that will be used to serve 110 of the 129 parking stalls. There is access to 19 parking stalls off of Wilson Street; they will continue working with Traffic Engineering on the flow of traffic. Common entry components will use the combination of the lobby and linear portion of that commercial space to engage the lobby. More glazing will be used in the living spaces along Wilson Street identified by larger components of clear anodized composite panel similar in color to the Marina Towers, with the stair tower and solid mass components being brick. A first floor terrace in the back along the lake is proposed, with the balconies creating interesting shadow lines and engaging with the lakeside. There will be no projecting balconies along the Marina side to respect those neighbors.

Comments and questions from the Commission were as follows:

- Issues of access – vehicles, pedestrians, bicycles. I would strongly encourage you to get the entries down to one.
- It would be interesting with articulating that bobbin face along the lake to somehow activate that, even if it’s a metal mesh that you can see through, something to articulate that. And bring a vertical down, it may make your building make the gesture that you’re treating that as a front face.
- You’re making efforts to be a great neighbor in working through the condo association. On that face of the building, having the buildings engage in conversation.
- Have you considered opening up that Wilson Street stair tower a bit more, make it a little lighter? It’s such a tall and slender building, you need to express that as a stair tower.
- Have you considered getting rid of those 19 stalls and having retail uses there instead?

The Secretary noted issues with the project's consistency with its Downtown Core zoning designation as well as the Downtown Design Guidelines, which will require address with this project as expressed on comments distributed to the Commission in a memo by Tim Parks of the Planning Division:

- We strongly recommend that you revisit the placement of the garage door facing East Wilson Street. As designed, your project does not meet the Downtown Design Standards in Section 28.071(3), in particular the door and window opening requirements in (e) of that section. Staff discussed moving the garage door leading to the ground floor level of parking from the front façade to off of the driveway along the west side of the building. In addition to helping your project better comply with the zoning requirements for design, we think it will make a more engaging project along East Wilson Street.
- Regarding the East Wilson façade, we do not think that the stairwell, in combination with the ground floor parking, allows the project to meet/engage the street very well.
- The garage wall facing John Nolen Drive either needs to be set back to comply with the 10-foot rear yard required in the UMX zoning district, or that wall needs to have significant visual interest added in order for Planning to support rezoning of the site to the DC zoning district (no required rear yard setback).
- Regarding the early architectural concept, staff felt that the material palette contains two (2) too many colors. Simplification of the material/color palette is strongly encouraged.

**ACTION:**

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

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 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 149 East Wilson Street**

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

General Comments:

- Very nice architecture. Garage entrance on Wilson Street is a big issue.
- Minimize impact of garage door on Wilson Street. Enlarge window size in Wilson Street stair tower, nice tall, slender design.
- Good start, activate Wilson.