

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 5, 2014
TITLE: 516 & 530 Cottage Grove Road – Lots 2 & 3 of Royster Corners Plat for a 4-Story Mixed-Use Building with 89 Apartment Units and Approximately 41,200 Square Feet of Commercial Space, Including a Public Library. 15 th Ald. Dist. (35627)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 5, 2014	ID NUMBER:

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

SUMMARY:

At its meeting of November 5, 2014, the Urban Design Commission **REFERRED** consideration of a mixed-use building with 89 apartment units and approximately 41,200 square feet of commercial space located at 516 and 530 Cottage Grove Road. Appearing on behalf of the project were Janine Glaeser and Randy Bruce, both representing Ruedebusch Development; Rich Stohmenger, representing The Bruce Company; and Ald. David Ahrens, District 15. Registered neither in support nor opposition was Tom Stoebig.

Glaeser highlighted changes to the plans and distributed a landscape plan. The Chair noted that since the landscape plan was not included in the original application materials, the Commission would not act on the handout without having time to look at it. Improvements have been made to more activate Cottage Grove Road, as well as the interior pedestrian and bicycle circulation. The landscaping items have been increased mostly in the parking area along Dempsey Road to provide larger canopy trees. Green roof amenities have also been added and will be accessible to the residents on the site. More architectural detail has been added with masonry and windows; how the façade engages Cottage Grove Road. For the public library building they are concentrating on how the architecture can reflect what is going on inside.

Tom Stoebig spoke as a former County Board member who has been involved in past planning efforts for Royster Corners. There are some concerns about the residential densities when combined with the rest of the proposed residential uses for the proposed full 28 acres. He doesn’t have any concerns about the possible public library building. He mentioned concern with the size of the proposed surface parking area.

The Commission had the following comments regarding architecture:

- I wasn’t here for the informational presentation, but I did email several comments. I don’t see any address of those comments in this iteration. This building fails to address Cottage Grove Road in terms of pedestrian access. I look to LEED for neighborhood development for some additional reference

points, which recommends 90% of new building frontage with a functional entry not on a parking lot. I strongly feel this building needs to consider re-orienting itself to Cottage Grove Road as the primary entry and/or Dempsey Road.

- LEED also references creating activity on these public streets and having functional entries on an average of 75-feet or less, so the goal and what's written for this block is to make the street active, not become the backs of the buildings.
 - At the last meeting we talked a little bit about that. We've got two large users here. They're interested in trying to have a common entry point at the center of the building that enters into this courtyard, available both streetside or on the parking lot side. In addition, there are individual entrances on this side, but with the library and a market of some sort, we've got controlled access points. We were wanting to get one very strong entrance on Cottage Grove Road. We set it up so that multiple storefronts would be available and access points would be available in the future, that's how we were trying to address that.
- I don't think it does it. I understand you have two large users and you want one entrance, particularly on Dempsey at the primary corner. I just think if someone were to visit the site not by car, you can tell it's parking lot favored.
 - City staff did have a comment on the corner of Dempsey, so we'll look at that. If we're able to achieve that, does that work to address your concerns?
- To me, no, and maybe it's just because of seeing the rendering and seeing at this point you're putting placeholders for signage on what are not entrances. Maybe it's just the treatment of this small one-story quaint looking every 20-foot storefront entry, just that architectural treatment makes it feel even more false. It might be somewhere in the middle. Think of the Downtown library, that has a street entrance. People do not park immediately at the entrance. It's a public street as I drive down this road at 35 miles per hour, I should still know it's a library and I should be able to see a front door, I shouldn't feel like I'm looking to the back of the building. That's my biggest concern with this iteration.
- I agree. Maybe that main library entrance isn't prominent enough. I don't really see the entrance to the building along Cottage Grove Road. It looks very residential. I also think that conversely the tower elements are a little too prominent. I don't really know that they're adding anything, they're probably not functional.
 - I think we were wanting to strengthen that corner element. Having something, a signature piece here we felt was important. Maybe it's not as strong as necessary on the other portions.
- With the comment about the corner entry and making that whole corner more prominent, maybe it's more than put a cap on it, it's a real element that makes that corner prominent, all the way down to the first floor.
- Is the grocery store the corner of Dempsey and Cottage Grove Road? The YMCA is across the street and the kids go to the gas station to buy yucky food. I'm sort of hoping this can be built as taking advantage of the Y being an asset, the bike path is an asset, the school down the road. If there's any way to pick something on that corner and make it a beacon of attraction for kids or people who just worked out. Maybe a seating area too. Just something that could continue to reinforce that healthy lifestyle and choices.
- Anything you can do to encourage safe crossing at that corner.
- Will there be a neighborhood sign at this location?
 - I do not know.
 - (Ald. Ahrens) That neighborhood is Eastmorland and that neighborhood actually doesn't have any signage anywhere. Lake Edge does but it is right on Dempsey by Lake Edge Park.
- A former Commission member wrote us about the number of parking spaces, that it is way too many for the number of residential units and commercial space. If you can try to provide documentation for the amount of parking and how it relates to the other structures, that will be useful to have for the record as an explanation.

- Or showing a phased parking plan, it's not required by Zoning Code for this first building but would be required by code for the first phase.
- I wonder what the street parking is. I feel very strongly we should be urging people to park on the street. It's already existing pervious pavement. We don't as a city use our streets for parking the way we could, that's their purpose.
- That speaks to the interaction between where the pedestrians are and where the parking is.
- To me these are the two signature buildings for this whole development. This development is going to basically redevelop that whole section of Cottage Grove Road in a very undistinguished architectural part of the city. I would highly encourage you to do even more with that corner. I like the corner entrance. Kids would cross at Dempsey so making a very clear, safe intersection for crossing and a door at that corner would make a big difference. I think you want a signature here, this is the rebirth of this part of the city. We want something distinguished.
- (Ald. Ahrens) At the next meeting we'll have someone from Traffic Engineering here who can better describe what they have planned for that corner. My understanding is it will have a more elaborated boulevard feel than what you are seeing here, which is pretty plain. The median will be wider, hopefully have a tree or more, and the corners will have bump-outs to provide easier crossing for pedestrians. The focus here is on the building, not on the street, but I think it'll be a better looking street which will make for a better looking building.
- Is there anticipated crossing mid-block?
 - I don't know.
- Question stormwater management provisions.

ACTION:

On a motion by Harrington, seconded by Cnare, the Urban Design Commission **REFERRED** consideration of this item until a complete package is submitted. The motion was passed on a vote of (6-0).