

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 17, 2014

TITLE: 1004 & 1032 South Park Street – Amended PD(GDP-SIP), Four Connected Mixed-Use Buildings in UDD No. 7. 13th Ald. Dist. (36572)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 17, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Tom DeChant, John Harrington and Cliff Goodhart.

SUMMARY:

At its meeting of December 17, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for an Amended PD(GDP-SIP) for four connected mixed-use buildings in UDD No. 7 located at 1004 and 1032 South Park Street. Appearing on behalf of the project were Randy Bruce and Janine Glaeser, representing Wingra Point II Residences, LLC. Registered neither in support nor opposition and wishing to speak was Lindsey Lee. Registered and speaking in opposition was Stephen A. Vanko. Registered in opposition but not wishing to speak was Jane Elmer.

The proposed development is a 6-story building, while the current GDP does allow for 7-stories. The project would include underground parking, surface parking and buffering between the building and the street. A plaza roof garden is also proposed. The building would transition to 4-stories toward Fish Hatchery Road, with a 2-3 story townhouse proposed along Fish Hatchery Road. They are still working with Traffic Engineering staff on vehicular ingress and egress. There will be at least two entrances into each commercial development, with the corner piece being an active and lively place (restaurant, coffee shop). They are working on building materials and massing so that these read as three different buildings along Park Street. The open parking area allows them to get adequate surface parking to support commercial uses. The Secretary noted that the project will have to deal with discrepancies between the GDP and the requirements of Urban Design District No. 7, as well as the driveway on Fish Hatchery Road. The District states that “the Wingra Creek area continues to be a focus of more detailed and ongoing planning efforts that will further articulate important site-specific design consideration for these parcels. Design recommendations included in such adopted plans for this area shall take precedent over the requirements listed below.” Unless something is approved specifically that goes beyond Wingra BUILD or beyond the GDP, these points are expected to be addressed or qualified. If the Commission approves this different than what the GDP says or different than what Wingra BUILD says, then that action rules. If the Commission finds that the basis for decision-making is required to adhere to those provisions, either/or, then the development will have to reflect that.

Stephen Vanko spoke in opposition to the project, noting the lack of privacy he will have once this project is completed, as well as the run-off issues from the previous Wingra Clinic development. He showed pictures of the run-off and clogged storm sewers near his property, listing dates of storms that overflowed the system. He also has concerns with where all these vehicles will be parking.

Lindsey Lee spoke, noting that ten years ago he was the Chair of the Wingra BUILD Committee. He was a big supporter of the Ghidorzi project and he is happy with how that turned out. The site is very prominent and the building needs to be of landmark quality. He stated that these new developments close to downtown should not be focusing on cars but on the pedestrian scale of the project.

Comments and questions from the Commission were as follows:

- You're trying to break up the building, is there any research that says what size that space between buildings needs to be to function well? And is a 1-story height sufficient to make that opening work or not?
 - The space right now is about 20-feet between the buildings and we probably have 12-feet of headroom there. We could probably get more than what's shown there right now without losing that connector piece. On the Depot building it feels pretty successful, it's comfortable and that was about 25-feet, something in that order.
- I like the brick. I do think that this is a very visible space and you need to have some strong, unique architecture. It does need to have something that grabs you.
- In a lot of ways this is an exploded version of that, at this length and scale, the motion, I agree. The neighboring building has some clean lines, it's a little bit more progressive. I'm not suggesting you copy it in any way, but we see a lot of this and I think it's time for a new expression.
 - We're really trying to illustrate mass and scale, and we started to express some openings to get a feel, but we have an open palette.
- Have you talked to Traffic Engineering at all?
 - We have at a DAT meeting. The main access is High Street.
- That intersection, two years ago had 90,000 cars per day. This is as busy as anything on University Avenue or East Washington Avenue. This is a gem of a site. I was hoping I would at least see what that corner expression would be.
 - Right now we're thinking about it being open on the first floor with access there.
- Is there any way you can bring in light through your patio for the surface parking, so it seems less like a cave?
 - Yes, that's a good idea.
- I think 3-D models will really help too because that Flat Iron, your approach to that is so important. My initial instinct is this historic turret is much too weak for that corner. Your corner gesture really may need to be something stronger and bigger. And then thinking about as Fish Hatchery and Park Street diverge, how is the character on the two streets different? Clearly the height is a substantial change, but it's kind of how do these streets feel and what is Park Street going to feel like. On previous projects like the Ideal we talked about keeping some of this industrial quality to what Park Street historically was. I don't think that works here. What the character of what this becomes will be interesting to see.
 - We're going to treat this element holistically in terms of its architecture. We may start to break different architectural treatments as we go down on Fish Hatchery. We want to have something very residential across the Fish Hatchery façade, and something much stronger commercial for Park Street.
- The building is articulated as three separate elements but they can relate to each other, it can be a single building.
 - Just so that I understand, we don't have the stepback at the third floor.

- You have whatever the GDP said about this site as an amendment to whatever Wingra said.
- Sorting that out is going to be between you and staff. I don't see here a strong sense that it needs stepbacks.
- As you're looking at your exiting plan and your stair towers, is there an opportunity to get an upper level break, and maybe we understand that there is a roof terrace there? Maybe you have an opportunity to carve that void.
- Do strong and different architecture that meshes with this unique site.
- More clean lines on architecture, similar to adjacent clinic.
- Corner gesture needs to be stronger and bigger.

ACTION:

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

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1004 & 1032 South Park Street

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

General Comments:

- Flat iron element needs to be much more distinguished.
- Celebrate the uniqueness of this corner!