

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 1, 2016

TITLE: 1109 South Park Street – New
Development of a 4-Story Mixed-Use
Building with Underground Parking in
UDD No. 7. 13th Ald. Dist. (42707)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 1, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, John Harrington, Cliff Goodhart, Michael Rosenblum, Lois Braun-Oddo and Sheri Carter.

SUMMARY:

At its meeting of June 1, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new development located at 1109 South Park Street. Appearing on behalf of the project was Steve Shulfer, representing Sue Jiang. The mixed-use development would contain approximately 10,500 square feet of commercial/office and residential space. Underground and surface parking is proposed. A neighborhood meeting held the night before generated a good discussion with much support. The Secretary noted that this project needs to address the criteria of Urban Design District No. 7.

Comments and questions from the Commission were as follows:

- The Park Street setback of five-feet needs to be looked at in terms of UDD No. 7 provisions for additional sidewalk width (8-feet) and the need for a greater setback to allow for development of usable public open space, such as a pedestrian plaza.
- You can’t get canopy trees in there if you have 5-foot balconies projecting out.
- This is where more information beyond the project site would be useful.
- You’ll need tree islands every 12 stalls. You could put some compact car stalls in there for more trees.
- The reality of this space needs to be considered. If there was a way to impact Park Street so it wasn’t so wide, maybe take away some parking stalls and increase the greenspace. The reality of what Park Street is needs to be looked at closer.
- You could utilize the alley might make a very nice refinement. The island you show could be wider.
- If you could handle that change in grade within the building, maybe you have two different tiers of dining levels, so that the plaza weren’t the plinth and have it at grade, it would be more successful.
- If you could show the context, the height and how this could be appropriate.
 - We have done a shadow study.
- The statement on the corner, it’s a T-intersection so it’s not something you perceive as this grand intersection with through traffic and needs some attention.

- If you eliminated the balconies, it looks like you'd have 10 or 11-feet from the face of the building to allow for more tree canopy. The cars are going by a 40 mph, I could see this project being successful without all the balconies. You've got nice planes and layering of materials, once you start detailing don't lose that, those are the kinds of things we want to see and maybe brought into the back a little bit.
- If you can get that entrance back into the alleyway, maybe you do curve around that first section of the building and it's a little more hidden.
- Imagining what you do on this side will impact what's done on the other side and becomes a gateway to Emerson Street. This neighborhood is unique because lots are narrow and many of them have alleys behind them.
- The back of the building looks to have too much bulk. If you removed this area, the penthouse element, and extended your roof garden for usable open space up there, it could preserve views.
- Utilize the alley to eliminate the Emerson driveway and create more landscaped open space.
- The setback of the front of the building is in violation of the ordinance.
- The balconies extending over the sidewalk is a safety concern.
- Is this development acting as an apartment or an extended stay hotel?
- The rear of the building needs to connect with the neighborhood; do something to break up the blank wall.
- The high number of studios/efficiencies proposed are inappropriate for this neighborhood. Increase the amount of 2-3 bedroom units.
- Relocate the trash/recycle bins from the Emerson Street entrance.
- Provide additional landscaping with the possibility of a small outdoor seating area at the rear of the building's ground parking lot.
- Address of points made in the Planning Division staff report from Jessica Vaughn.

ACTION:

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