

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 27, 2016

TITLE: 418 Division Street – Rezoning and
Conditional Use for a Proposed 31-Unit
Apartment Building. 6th Ald. Dist. (43725) **REFERRED:**
REREFERRED:

*Advisory recommendation at the request
of Ald. Rummel* **REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: July 27, 2016 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Sheri Carter, Cliff Goodhart, Richard Slayton, Tom DeChant, Dawn O’Kroley and Michael Rosenblum.

SUMMARY:

At its meeting of July 27, 2016, the Urban Design Commission **GAVE AN ADVISORY RECOMMENDATION** for a rezoning and conditional use located at 418 Division Street. Appearing on behalf of the project were Ken Saiki, representing Ken Saiki Design; and Randy Bruce, architect. Registered and speaking in opposition were Ken Lonnquist and Joanne Schilling. Registered neither in support nor opposition and wishing to speak was Lou Host-Jablonski.

The project sits at the corner of Eastwood and Division Street. The building is 3-stories in height with underground parking of 29 stalls for 31 apartments. The main entry is located on the corner of Helene and Division Streets with the units stacking up except for the northwest corner which contains a community room and outdoor roof terrace. Changes have been made to the early renderings to address City staff concerns, predominantly the repetitive nature of the window patterns. They have increased the pane size and used an unbalanced pattern for more variation. The traditional architectural form is punctuated with curved elements on the corner and along the western edge, which alludes to its industrial roots. The units on the first floor will have individual entries. All the apartments on the upper levels will have private balconies. Cast stone in a light gray tone is proposed for the base material, along with brick, gray and silver metal. The base is articulated with the coursing of the material itself, with additional landscaping that allows them to meet grade at the bike path. The space between the bike path and the building drops down quite a bit. They will be doing extensive stormwater management and installing rain gardens. The plaza space will have a connection around the neighborhood monument to connect to the public sidewalk, in addition to landscaping the outside edge of that plaza space to give an additional buffer to the apartment on the corner.

Joanne Schilling spoke in opposition as a resident of the immediate area. She’s not opposed to the project if it is measured and controlled. She noted a few issues expressed in the neighborhood: There is an unusual of heavy semi trailer traffic that comes into the neighborhood, nearly around the clock. Bringing 31 units into this area will add huge congestion into the area that will lead to the side streets. There is concern about the TSS zoning;

that could bring retail south of Eastwood Avenue into the neighborhood. There is other soft real estate that could be developed in the coming years and that feels threatening as a resident of the neighborhood. She is also concerned about the metal siding and the industrial look of the building; it feels too modern compares to the rest of the residences in the area. If you're going to give a nod to the manufacturing history of the neighborhood it should be a renovation and not fake siding.

Ken Lonnquist spoke in opposition. This represents the first development on the south side of Eastwood Avenue. People who moved to this neighborhood around 30 years ago came because we didn't want to live on the west side and liked the architecture of this neighborhood. We as a neighborhood would like the City to require that that be the case with future developments in this residential area. There is concern about the TSS zoning and how it might open up non-residential development on that side of this domestic neighborhood. Kennedy Point was mentioned by the developers. The best part of that is the landscaping, it's very nice. The building, however, was originally slated to be a 15-unit building and was bumped up to 44-units. There was a promise that the street would not be modified and a triangle park would be left alone. The street, a few years later, was modified at the expense of Triangle Park. Please be mindful of history; this is the same developer, I want any promises like that that are made to be kept. It is a very high traffic area and that ought to be a major concern to all of you.

Lou Host-Jablonski spoke as a neighborhood resident. He'd like the Alder to talk about the neighborhood meeting he was unable to attend. He is heartened to see the level of landscaping. The lack of connection between the building and bike path is much better now. The connection between ground level units and their immediate outdoor space oftentimes get short changed, he hasn't seen enough development on this project yet to speak to that, but urges the Commission to think and talk about.

The site is currently zoned TE, Traditional Employment. The developer is requesting TSS Traditional Shopping Street. From the viability of retail they are essentially the same. The rezoning has more to do with the residential density. There is also a conditional use for the number of units. Alder Rummel has asked the UDC to make an advisory recommendation to the Plan Commission based on those requests.

The zoning issues are appropriately addressed at the Plan Commission level. The building itself as designed is what we're weighing here.

Comments and questions from the Commission were as follows:

- You have one public stair on that face, otherwise it's individual units?
 - Yes, we have a public stair here and a main entrance here.
- Can you talk about Lou's point of private space?
 - We have entry porches, and they are sized well enough for a chair and side table for your morning coffee. On the bike path side we actually have recessed porch areas with the ability to have this landscaping around the rain garden area, but also landscaping to provide a buffer between your space and the public use.
 - We have community rooms and a management company where we provide coffee and we encourage people to use the rooftop decks in the morning for that purpose.

Alder Rummel discussed a neighborhood meeting held on June 29, 2016. Approximately 50 people attended. This is new to this side of Eastwood so the change from single-family is a big change. Having this building right next to an industrial facility that receives daily deliveries was a concern, as well as the future of the rest of the street. There should be a good conversation with Schoepp's about the way they use the street. Pertinent to this Commission are issues of setback, which is greater than currently exists, and lack of stormwater control on

the building itself. If you're going to rezone it, what else can we get for that? Green infrastructure is important. There were concerns with industrial versus residential. Everyone really liked the rowhouse effect on the bike path. Bruce responded that they will be looking into solar, LEED certified and additional stormwater management possibilities.

Chris Wells of the Planning Division spoke to staff issues and concerns, including the patio on the corner being active or inactive. Bruce replied that it is now planned to be part of the patio space for that unit and outside would be additional landscaped plaza space. Staff is concerned about the lack of usable open space. The treatment along the bike path could be more successful, playing more with landscaping. It was suggested to explore the potential of taking advantage of the higher roof with the unit as a loft space with possibly transom windows added.

- The brackets right now are both very tenuous as they're touching. If you could open up those windows and make that vaulted ceiling very light, get rid of the brackets, it could be much more true to its form.
- I'm struggling with this ring around the building. Can't you just connect the public stair to the bike path a little more gracefully instead of a "T," taper off into that bike path and connect those couple of units to that section. If those patio units connect in less of a public fashion to that main public area, and then that corner plaza should be passive, an extension of that bubble and people on this side of the building would connect to the bike path through that, rather than walking against the face of the building to get back to this point.
- If you were thinking that that point on Division Street was more of a public space rather than that unit space, then that becomes more of a public continuation into the City space where a walkway makes a little more sense.
- I don't see any delineation between the building and the parking lot side.
 - Schoepp's parking lot right now extends almost to where our building is now. They're paved over the lot line. There's an easement there now. Essentially our retaining wall will come up. There's really no buffer there, none that they've ever had. Hopefully when Schoepp's redevelops there will be opportunity for that.
- The grade change is what?
 - There's quite a bit of grade change from the bike path, approximately 6-feet. The floor elevations have been lifted so they are just slightly above the bike path so we can have that engagement; right now the site has no engagement with the bike path.
- I agree with the staff report on simplification of building materials. Maybe just two instead of three.
- If you're able to really incorporate a real barrel, instead of a ½ barrel, you don't really see that form around.
 - I really enjoy the ½ barrel, I think it's fun.
- The entrance looks like it could be a commercial space; that could be more residential looking, maybe using some of the windows you already have on the building.

ACTION:

On a motion by Carter, seconded by DeChant, the Urban Design Commission **GAVE AN ADVISORY RECOMMENDATION** citing the comments made by the Commission during discussion. The motion was passed on a vote of (6-0).