AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** January 16, 2019
TITLE: 929 E. Washington Avenue – New Development of a Commercial/Office Mixed-Use Building Located in UDD No. 8. 6th Ald. Dist. (54198)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	**ADOPTED:** **POF:**
DATED: January 16, 2019	**ID NUMBER:**

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Craig Weisensel, Jessica Klehr, Amanda Hall and Christian Harper.

SUMMARY:

At its meeting of January 16, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new development located at 929 E. Washington Avenue. Registered in support of the project were Curt Brink, Matt Brink, Dan O'Callaghan, Doug Hursh and Andy Laufenberg, representing Archipelago Village; and Abbie Moilien, representing Saiki Design, Inc.

The building is 11-stories next to the nearly completed Hotel Indigo. Hursh discussed two buildings proposed for demolition as part of this project. Commercial would occupy the first floor with parking in the center. Housing on the site is shown in future development. The design is a podium building and meets the setbacks of UDD No. 8 with the upper portion of the building stepped back an additional 15-feet. The base building is somewhat separate from the upper building, which relates to the street and pedestrians with much articulation. The idea is to tie the color of the stone with Breese Stevens across the street. The vertical panels provide a rhythm along the street and break up the streetscape. One centralized entrance with a glass two-story lobby is very pronounced. The ground floor retail façade is setback with the base of the building exposed to add depth. The upper part of the building is more simple and iconic compared to the latest developments along East Washington Avenue; something clean, all but glazed glass with two creases that are not symmetrical. The top floor is pushed back 6-feet with the rest of the edges on the east and west straight and come out to the 15-foot setback. The portion of the design that does not meet zoning criteria because it's considered a podium building; zoning would require articulation every 40-feet, which means asking for a zoning text amendment. Loading, trash, and mechanical spaces are located off the internal street. They are looking at a green roof above the parking and would be designed for people to come out and use it. Moilien discussed the landscape plan and proposed plantings, as well as pedestrian walkways and connections. They have begun discussions with Forestry in terms of street trees. Planting beds from Hotel Indigo will be extended to this site.

The Commission discussed the following:

- I think it's really striking, I like what I've seen so far. It's not for us to change the Zoning Code.

- The whole thing about articulation came out of the fiasco of the big box which gave us all these blank walls. We've taken that principal and elevated it to something that it didn't need to be elevated to.
- To me the cube is articulated, subtly and elegantly, but not unarticulated. It's interesting that Breese Stevens is already flanked by tall buildings on two sides, and now it'll be flanked on this side too. I can see that it fits in; renderings coming down East Washington would be interesting. The hotel is coming along really nicely. We get where you're going with this. I wondered why this cube is in the middle but if Phase 2 happens it won't seem like it's statically plopped there.
- This is simple but elegant. What's the reflectivity and what will this look like at night?
    - We're looking at a glass that during the day would look something like this, there may be a bit more transparency. At night you definitely will see inside, rows of offices partially lit. We are looking at reducing the amount of spandrel as much as we can, having it from the floor up about 30-inches and taking the glass to the ceiling for the structure.
- In the shadow of the parking ramp there, if you're planning on keeping the landmark building it looks like it's going to be in the snow shadow so you might have to do some retrofitting in terms of snow drifts, be cognizant of that. It's very similar to what you did at the High Noon.
- The design team reviewed the E. Washington Avenue landscaping. There is a double row of trees along the right-of-way and development frontage, they are working with City Forestry. The Commission requested feedback from staff on the portions of E. Washington Avenue where this double tree allay has been implemented; is it turning out the way it was intended?
- The design team reviewed signage locations. Proposed sign locations will be integrated with the planter wall at the corners and placed on the wall near entries.

ACTION:

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