

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** August 14, 2019

TITLE: 1224 S. Park Street – New 2-Story  
Commercial Building in UDD No. 7. 13<sup>th</sup>  
Ald. Dist. (56089)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

DATED: August 14, 2019

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Cliff Goodhart, Tom DeChant, Christian Harper, Rafeeq Asad, Lois Braun-Oddo, Jessica Klehr, Shane Bernau and Craig Weisensel.

### **SUMMARY:**

At its meeting of August 14, 2019, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a new commercial building located at 1224 S. Park Street. Registered in support of the project were Amy Hasselman and Brian Beaulieu. Registered neither in support nor opposition were Ryan Burton, representing Keel Partners, Inc.; and Jesse Laz-Hirsch. Registered in opposition but not wishing to speak was Alex Elias.

Hasselman reviewed the site location, surrounding context and an aerial view with the existing site and building. The property will be redeveloped with a two-story building with 21 parking stalls (reduced from 27) with access to underground parking from High Street. The lot coverage has been reduced from the current 100% to 81%. Tree planting islands, foundation and screening plantings are proposed as part of the landscape plan. Glazing along the first floor on Park Street can be converted to retail entrance at any point for future flexibility. Building material samples were shared and included brick, CMU, aluminum curtain wall and storefront, metal canopies and fiber cement panel on the upper level. Signage will return as a separate application. The roof plan shows screening for mechanicals.

Alex Elias spoke to the comments from the Bay Creek Neighborhood Association. Please consider that this is a diverse neighborhood with buildings and storefronts that are a part of the neighborhood. They would like to see options for local business and not have the neighborhood become a medical complex.

Ald. Evers, District 13 shared that he has heard this concern from people in his district that they don't want this neighborhood turning into a medical complex. This is not the purview of the UDC but he is questioning why there is a sign seeking a medical or dental tenant; that's disingenuous to say you're open to retail yet advertising for medical, against the wishes of the neighborhood.

Jesse Laz-Hirsch stated the neighborhood is losing a couple of restaurants and want to see local business here, not medical clinics.

The Commission discussed the following:

- Did you consider going taller?
  - Yes, but the ownership of the building currently does not own residential, and we felt the site was a little small to add density on the top.
- The Wingra BUILD encourages density.
  - We're also land-locked.
- My only comment visually is the rhythm of the porticos on the east elevation. The other side has a 3-1, this one is up and down and I don't particularly like that rhythm. The glazing does seem adequate on the first floor in terms of potential retail. I have also seen signs up for medical.
  - The only reason for not advertising retail, the owners manage properties all over the City and know what rents they can get for various uses. After doing the math on the redevelopment they realize retail isn't going to pay the rent to cover the mortgage. As more things happen with SSM, any medical moves out of this building and makes room for other uses.
- I hear the neighborhood about not wanting a medical corridor. As these have developed in other areas of the country to this degree there will be a demand for that.
- We can't judge this based on what will occupy, we can discuss design. I understand the concerns of the neighborhood. The mechanical screens look so obnoxious.
  - It's essentially a louver that's set back, I doubt anyone would ever see it.
- OK that makes me feel a lot better.
- There's no consistency with the overhangs. Why aren't they relating to the windows below like the other ones, why are they not consistent across every window? Do you really need all of them?
  - Some are sun shades, some are intended to be shelter for future entrances, and we were intending to differentiate common entrances from private ones.
- But you have some where you don't have entrances. I would get rid of anything that's not purposeful because it looks busy and inconsistent. Secondly the burnished block and split face block, I'm not sure the pattern adds much to the overall design, staying with the burnished block would have a cleaner more modern look.
  - We debated that exact question, you settled the debate.
- Maybe some relief with the split face to break up the mass.
- I like the awnings and the depth it gives the project. I agree with the comment on the east, the datum change does not make sense.
- I don't think the Barberry should be used in the planting palette, it's invasive and can spread. Is the lack of trees due to utilities from Forestry?
  - If Forestry wants trees under those lines we can do that.
- I would push for trees, even if they're low as long as Forestry agrees. The street desperately needs trees. There's a swatch of foundation plantings, is that lawn along Park Street? I would fill it with plants, I don't think lawn contributes anything to the building or the public realm.
- Could you describe the northwest edge where the Barberries are, along that property line. Is that planting flush with the parking stalls or down below?
  - The screening trellis is up high, part of the existing foundation wall is being kept to act as a retaining wall.
- Did you consider reversing those? Right now you'll have a blank wall facing the neighbors. Maybe a little offset considering those vehicle overhangs with the plantings.
- Where you replace the larger trees at the corners of the parking lot with two ornamental trees, what is the hatch?
  - A mulch bed.
- Having some sort of ground cover in addition to the hostas would be much nicer. A mass of ornamental grasses or other perennial ground cover rather than mulch.

- I was concerned too about the Barberry, that's really fallen out of favor. If you're going with something with purple leaf there are lots of better selections. My bigger concern was along the building where you have stretches of Boxwoods, but good luck with keeping those alive with the way they use salt on the sidewalks. There are other selections that are more salt tolerant. Glad to see St. John's Wort.
- On the east elevation, the corner with glazing that shows a vertical sign with a blank wall shows differently on the elevation.
  - This floor has windows, the next level up does not.
  - The plans are incorrect. There are no windows at the second floor of the tower.
- Has burying utilities been discussed?
  - We briefly discussed it, it seemed like having it up in the air, dropping it at this property and then go back up in the air was silly.
- It puts pressure on folks to address that. If you can reexamine it you should.
- In reviewing the minutes, one of the questions said your setback from the sidewalk is important to the neighborhood and a future bus line. I see it's 5'9, I think the statement given to us is 10-feet is much better along Park Street. This is a transition area where we're going to be looking at a lot of big projects, and we always talk about giving that setback a boost. I would agree also with the comments about the materials, change in heights, overhangs, the ins and outs of the façade, the number of materials is excessive for a building of this size.
  - That's to the sidewalk, not the property line. We were asked by Traffic Engineering to give more room for terrace. In this case the sidewalk comes inside the property line by about 3-feet. And the setback along most of the façade is 10-feet and bumps out at the stairwells at 8-feet, but property line not sidewalk.

**ACTION:**

On a motion by Asad, seconded by Harper, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (8-0).

The motion provided for the following conditions:

- The setback is in question, a 10-foot setback is preferred on Park Street.
- Change height of the canopies.
- Simplification of materials.
- Changes in roof heights.
- Simplification of the landscape plan.
- Recommendation to look at burying utilities.