

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 29, 2020
TITLE: 6225 University Avenue – New Development of a Four-Story, 53-Unit Multi-Family Apartment Building with 48 Underground Parking Stalls in UDD No. 6. 19 th Ald. Dist. (57764)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: January 29, 2020	ID NUMBER:

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

SUMMARY:

At its meeting of January 29, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of new development located at 6225 University Avenue. Registered and speaking in support were Kevin Burow, representing Knothe & Bruce Architects, LLC; and Danny Wedel. Registered in support and available to answer questions were Kevin Yeska, representing JSD Professional Services; and Ben Altschaul. Burow reviewed the site location and context. Based on the Commission's December 11, 2019 review and comments, they have added a second entry walk from University Avenue per Plan Commission approval, pushed a drive to the south, and added Arborvitae on the neighbor's side of the property to provide appropriate screening along that property line. They've had wonderful discussions with their neighbor and feel this is a successful solution. The Oak tree located in the back corner will be preserved. The retaining wall material is 60 pounds and therefore a sample was not shared (it was in the packet materials).

The Commission discussed the following:

- The parties involved will be pleased at how fast these will grow and provide screening. I think it's a fantastic solution that you can put them on the neighbor's side of the fence. I do question between where you have those and dog run itself, you placed 3 Cottonwoods. I honestly don't think there's room for both of those, those Cottonwoods will be get big fast and be fighting for space with the Green Giants. If you want a deciduous tree there for summer color I would certainly put something smaller and more columnar in that space.
 - That Suland Poplar is a narrow form and commonly found usually spaced 10-15' apart, that was our intent there. The comment was there was quite a bit of verticality on the building so we wanted to double screen.
- They're not that narrow, Cottonwoods are one of the fastest growing deciduous trees there are. You can go for it, but...
- Do you have a suggestion for an alternative that we could make a condition of the approval?
- Could you just put them on the dog run side of the fence? Dogs love trees!

- Sure we could shift them.
- The alternate Green Giants, whose decision is that?
 - It would be our preference to do the Green Giants and not the Emeralds on the other side of the fence.
- The Green Giants are more tolerant to heavy snow. The preference is to do the alternative, unless the neighbor doesn't agree, then you'd do the other one?
 - Correct.

ACTION:

On a motion by Bernau, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion for approval accommodates the landscape comments provided.

- Shift Cottonwoods to the dog run side of the site.

- We've got some greenspace set aside and we've managed a larger setback to accommodate the stormwater.
- The staircase up to the one-bedroom seems odd.
 - That was a request from the neighbors. We are elevated because of how the grade drops down. It'll be a nice access point for them.
- There are a lot of materials. On the northeast elevation there are multiple foundation stones.
 - That's just representing the shadow of the sheltered parking. The base material is all one color, one material.
- I would argue that are still multiple colors.
 - This has been deliberately designed to look like two buildings based on discussions we had with City staff. There's one palette for apartment building, a red and accent panel and on the commercial side there's a different color brick and siding material, but the same base material would carry through both.
- It seems like a lot of materials, borderline too many and overdone. They're all being used in little spaces. Is there that significant a gesture that it warrants that? It could start to get messy.
 - We can look at simplifying those materials.
- What's the material on the face of the balconies that looks goldish/brown?
 - Just a composite trim material, the color is probably not accurately represented. They'll be consistent.
- The two-bedroom unit on the third floor will be a choice unit, that will have great views, it's a nice amount of windows.

Randy Christianson introduced himself, noting they've worked on this over 1 ½ years with the neighborhood and property owner. They were able to gain their trust and recommendation and they have given their endorsement of the project.

ACTION:

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

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 29, 2020

TITLE: 414 E. Washington Avenue – New 8-10-Story Mixed-Use Building Containing 4,000 Square Feet of Commercial Space, 152 Dwelling Units and Underground Parking in UDD No. 4. 2nd Ald. Dist. (58980)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 29, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of January 29, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new mixed-use building located at 414 E. Washington Avenue. Registered and speaking in support was Randy Bruce, representing LZ Ventures. Registered in support and available to answer questions were Duane Johnson, representing LZ Ventures; and John Leja. Bruce reviewed the existing site conditions, context, and the proposed site plan. The site is within the Downtown Core as well as Urban Design District No. 4. This site was identified as an underutilized site with obsolete buildings and invites redevelopment. It is also within the “8 + 2 building height” district on the north side. Behind the site is set-up for six stories. The site is composed of six properties: two on Hancock Street, two on Franklin Street and two on E. Washington Avenue, with the piece on E. Washington having two structures, one of which is only accessed off of Hancock Street. They are evaluating those properties, many of which are turn of the century, to determine their history and significance, and have met with Heather Bailey, Preservation Planner to discuss their significance. The Klinke’s building on the east corner is on a contaminated site, and that contamination was found off-site as well. That building is closed and this team will clean up the contamination within those property boundaries. The team will be meeting with the neighborhood the day after this UDC meeting. They are proposing a U-shaped building that sits over a parking podium. There is a 13-foot fall from Franklin to Hancock, they’ve given a 10-foot setback on all streets for enough greenspace for residential feel. There are a series of individual entries on Hancock with the main residential entry on the corner of Hancock and E. Washington. The outdoor center area is for the commercial space with a planned seating area for a restaurant. The building steps in as you move from Hancock and Franklin inward, starting at 8 stories, stepping to 9 and then stepping to 10 allowing transition to the neighborhood to the north, as well as giving area for high quality outdoor spaces on the west side to include a pool, outdoor grilling and seating areas. When the team met with DAT, concerns were mentioned to minimize the amount of traffic that impacts the neighborhood to the north; they have worked out a parking arrangement as a one-way operation, coming in off of Franklin and exiting onto Hancock. This keeps all the vehicular traffic coming in and off of E. Washington Avenue. The 2 ½ levels of parking should not impact the surrounding neighborhood for off-street parking. Bruce reviewed the floor plans

and the roof deck plans over the parking garage. Apartment units are slightly larger than typical, an amenity space for residents will be partially hardscaped and contain a green roof over the parking deck. At the 9th floor two community spaces open onto terrace spaces, and there are three larger apartment units. On the 10th floor the stepback creates nice roof terraces for residents giving a good amount of outdoor space. A pitched roof form houses mechanical equipment on the west side of the building, which also creates a more classic architectural form. The building does not stepback on the E. Washington Avenue face, the 10 floors are linear with articulation of bays and recessed balconies. As you wrap around the corners you get to the 8-story look and from the streetside you won't see much of the upper levels because of the deep stepbacks. They have completed shadow studies.

The Commission discussed the following:

- I know it's early on, but the building on top of a building doesn't necessarily work for me. I personally don't like stepbacks, a big building is a big building. But this really looks like a 3-story building on top of a 7-8 story building and I think it's because of the pitched roofs, I don't think they're successful simply to screen mechanicals. It takes away from the overall massing and composition of the building; this building is too big for those types of roofs. I already struggle with it in the context, understanding it's E. Washington but it's right up against those houses. It's massive and square and takes up the whole block, which is different from the Constellation and Galaxie, maybe because this is so square. The roof forms don't help the massing at all.
 - We purposely worked on the roof as a design element and were able to include the mechanical space within that form. One of the goals within the Downtown Plan is to create an interesting skyline and roof forms so we thought do something different. I understand your concern with the stepbacks, part of it is how it reads and whether everything were more linear on the E. Washington face it would tie together more. In terms of materials we're looking at cast stone base, classic looking and the upper levels would be brick.
- One thing that I think kind of saves the overall composition from being overly busy is if it was all one material. Some of our comments are always about too many materials, too many angles, too many architectural forms. If it just had really delicate refined nod to historic form and a nice sleek modern material.
 - That was the impetus behind the original concept. Let's put a building that looks like an urban residential building. I started looking at New York or Chicago. I also think the viewshed coming up E. Washington, the building needs to be monochromatic and elegant but it also needs to be completely divorced from the modern forms a couple of blocks away.
- Or even metal panel. Something new and bright, clean and shiny if you're going to introduce those forms.
- I wanted to draw attention to, because Randy hit it on the head. The datum on the 8th floor is what really kills it for me, I like this image, it seems more vertical and that's way more successful.
 - One of my personal struggles with the 7, 8, 9, 10 story building is trying to read some verticality to it. When you look at classic forms you get that stretched gable to give it verticality to an otherwise difficult task to create. That's why I reverted to this more classical form instead of "snorkels" sticking up from the roof.
- It's really a heavy extrusion. You've got the E. Washington side but it seems like the two side streets are being treated very similarly with the massing going all the way back. I'll be curious to hear what the neighbors say, it feels like it turns its back on the neighbors. It's very close and a sheer wall up.
 - I'll admit we haven't looked at the rear as much as other sides.
- The transition coming down Hancock or Franklin. I don't mind the peak roofs at top, I don't think you will see them unless you live up there. I do want to see a bit of transition from those houses, those houses may be there for another 50 years and it's not fair to not address them.

- I like the treatment at the top and the gables because it's different than all these other high rises going up along E. Washington, I think that's a good thing. I don't want to see another Galaxie or Constellation. There's no denying that given the block it's on and what's surrounding it, all the sides, it's a massive piece of architecture. There are certain spots along E. Washington where it's inevitable that these are the kinds of projects that will fill these spaces. But I also have concerns about how it plays with the neighbors, particularly the immediately adjacent buildings. You still have to be a neighbor to them, especially that one on Franklin, I don't think I'd want to be in either that house or in your building facing that house. It looks like it's 10-feet away and really smooshed in there. As far as the extra two floors on there, that's a grand total of 8 more apartments for two extra floors? Granted you have the outdoor amenities and pool but it's a lot of extra height and mass for only 8 more apartments. Something about that is kind of rubbing me the wrong way, I'm not sure what it is about it.
 - I appreciate those comments. We actually like the verticality of 10 stories, it actually helps the building architecture. Maybe there are only 8 apartments up there, but we're creating quality spaces that get more difficult to do when we cut back on those stories.
- I'm glad you mentioned that because it is kind of your burden to prove that the bonus stories allows you to provide a form and design that is improved that could otherwise not be provided. Integrating, if it's vertical or gabled, whichever you choose, maybe show us how it would look without it.
- But, you're thinking just chop those off but if you're saying just bring them down two stories.
- We would have to see is it more elegant with more height versus a shorter building? That's the condition to giving them the bonuses, it gives you a better design.
- I hear the stories allow you to have rooftop amenities, you could have all those things without the two stories, you have more space and footprint. I'm not for or against either way but you could have a top, middle and base with fewer stories. Just saying that it allows for these amenities doesn't make it a valid reason, you have to think about what it really does for the overall project.
 - It's a much more elaborate explanation, but one thing we've found going through the push/pull of the approval process, one of the things that gets squeezed out of the buildings is the non-revenue generating space. One of the things the additional floors and those high-end units allow for is to carve out some community space up there in what I think is going to be an extraordinary living environment. It allows for the economics to have rooftop amenities and some of the other things in the building. Those high-end units generate revenue to have those amenities.
- I'm going to push back and say if you design an apartment building downtown, regardless of how those extra stories, you need those amenities, period. Community space, every building downtown has community space or rooftop space or exercise room or dog walk. I don't think that's a validation to grant extra stories because you want rooftop access.
- We can only judge the building by what the general public and view and appreciate as good design, and what that gives back, and fosters civic pride for a better overall composition.
- I like the gable roof, but it's only successful if you pay attention to the details. Vent stacks coming through is going to ruin that gable. Planning where those are going to be because they have to extend over the rooftop. University of North Carolina Dental School is a good example, the stacks come through a faux chimney. Be very specific on how you detail that.
- It's an interesting time in Madison seeing a project like this proposed. Along the E. Washington façade, great, but the back is just brutal what it's doing to the neighbors size-wise. I don't know if UDC has any say in that, I don't know what our guidelines are on that but that's a tough relationship between the houses and the building. Our City's changing on that, so that's just part of the discussion. Can you build 10 stories next to 2 stories?
- That's up to Zoning.
- We do have a say in the bonus story request.

- Floors 2-7, there's a one room bedroom that seems landlocked and has too small an amount of glazing. Just curious about it, the one right at the corner by the stair on the east side.
 - We can look at that. There's actually two walls to work with there.
- The pool is shown going right to edge. How's that work?
 - It's an infinity edge pool.
- How do you handle the water above residential units?
 - Carefully.
- That two-bedroom on the 10th floor of 2,300 square feet, that's huge! With a building this size does the City require any standards as to affordability on a unit this big in the Downtown Core?
 - The City wouldn't have the ability to set rent as part of zoning. We have that in the City's funding as more of an incentive but as far as regulation, no.
- Can you talk about the parking and traffic flow. How does that affect the neighborhood?
 - The entry is one-way on Franklin. When you exit onto Hancock it's one-way the other direction. You'll come in off E. Washington either east or west, take Franklin in and take Hancock out. Neither of these are signaled. The traffic volumes are really not that significant.
- At 8:00 a.m. on E. Washington? If you're coming out and heading to American Family, good luck getting out.
- Has Traffic Engineering reviewed your proposal?
 - Not thoroughly but the suggestion came via Traffic and Planning.
 - There was talk about making N. Franklin two-way just to our entrance.
- This drawing really illustrates the proximity between your building and the houses. None of the other drawings give us dimensions, what is the dimension?
 - Ten feet.
- Have you talked to the neighbors?
 - Tomorrow is our neighborhood meeting.
- We'll want to see those views and how you treat it in the side yard there.

ACTION:

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

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 29, 2020

TITLE: 4728 Sheboygan Avenue – Madison Yards
Block 6, Central Green in UDD No. 6. 11th
Ald. Dist. (58984)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 29, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of January 29, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for Madison Yards Block 6 located at 4728 Sheboygan Avenue in UDD No. 6. Registered and speaking in support were Sean Roberts, representing Summit Smith Development; Kevin Yeska, representing JSD Professional Services; and Shawn Zimny, representing Gilbane Development Co.

Roberts presented the surrounding context from the recorded GDP documentation, as well as some drone footage. The three blocks that are part of the initial phase are Block 2, Block 3 and Block 6. Yeska presented Block 6. The center of the project is a large underground detention basin, all the stormwater on the site will be private. The street section views will be consistent with the GDP and they will be adding street trees along University Avenue and Segoe Road. The central greenspace will be loaded up with plantings with potential street market on weekends and will be bordered on one side by a restaurant. This is seen as the gathering space for residents and employees. Some type of monument feature (raised seat wall) will be placed on the corner with passive seating on the northwest corner. The northeast corner will be framed by a stage for smaller events and concerts with a bit more hardscape element on the south end. The material palette will be modern industrial for an urban clean look while pulling in natural stone seen throughout Madison and native plantings. A one-story 5,500 square foot “white box” is shown with the intention of getting the form approved before working to find a tenant and finalizing details. They will provide architectural details on all four sides of the building and orient it towards the plaza. The landscape plan does not include some of the more commonly used species around Madison and concentrates more on prairie like plantings.

Block two will contain a 50,000 square foot Whole Foods grocery store and a hotel. Ebert of Kahler Slater presented the site plan with the grocery store on the left, central parking and a hotel to the east facing Madison Yards Way. The site does have a tremendous amount of slope with the grocery store being two-stories built into the hill. The hotel has an exposed lower level and has some presence on University Avenue, with the corner activated by a pool and fitness room. The primary access will be off of Segoe Road for the grocery store with the back-of-house elements facing University Avenue. He reviewed of floor plans and site access circulation.

They are maximizing the amount of glass used to visualize activity. Building materials include cast stone or masonry base with wood-look siding and white metal panel for Whole Foods. Sunscreens will be introduced on the south facing glass.

Block three will contain primarily residential and retail. KTG Architects presented the same challenges with grade change and elevations. The retail will face Madison Yards Way and the central green with the residential atop the podium. Located at the lower level of University and Gardener is the lobby for residential and provides a nice activation of this corner. Two levels of parking will serve residential and retail for the building with grade allowing entrance to each level. The retail area is approximately 10,000 square feet and fronts Madison Yards Way while activating the central green. There are five levels of residential, an interior courtyard with amenities and an exterior terrace on the north side of the building. Building materials will include fiber cement panel, metal panel and brick veneer base.

Alder Martin, District 10 expressed support for the project; they are holding a neighborhood meeting tomorrow.

The Commission discussed the following:

- Could you go back to the loading area for Whole Foods.
 - It's a one-way eastbound from University Avenue so they'll come from the west, pull in straight ahead, back up to load and exit.
- Are these full sized semis?
 - Yes.
- I find that slightly worrisome. Something about that stretch of University coming east, they just accelerate over that bridge at Blackhawk. I guess it's the best solution for what you're doing but I'm trying to picture semis pulling in and out at that space.
- Has there been conversation with Traffic?
 - Yes absolutely and University Avenue is designated a truck route. From a Traffic perspective they've asked us to keep it out of the neighborhood.
- So they're doing the maneuvering inside the property?
 - Yes.
 - There's a signalized light intersection there also.
- Do you have a tenant for the hotel?
 - We are not hotel experts so that will be a condo unit. We're working with a group out of Milwaukee and a group out of North Carolina. The design is based on their projected brands. They're looking at extended stay so the footprint of the rooms is larger than typical.
- I like this, I've liked it from the beginning. My only concern is the white masses of the apartments, they seem heavy and need attention.
 - The concept is trying to undulate or make movements on the outside of the building. We've been responding to cost increases and everything else. We originally looked at inset balconies but wanted to capture as much rentable space as possible and make the nicest living units we could. This is a wood frame building so an exterior balcony is supported by a post element or you hang it off the building and we didn't want to go the traditional hung balcony with a metal band. We felt it fit the architecture a little better.
- I'm curious about what is happening in the courtyard above the parking. Is it landscaped?
 - Yes it's landscaping, there isn't a pool in the program. It'll be a landscaped interior court that's programmed with grill space, patios, etc. There will be an activated patio and seating.
- There was a tree on the roof on the last rendering.
 - We have a small terrace on the north side to take advantage of the view to the north. The landscaping up there would be potted.

- (Firchow) Two points we wanted to touch on are the relationship to University Avenue, and one of the “asks” that would be different in the GDP from a Zoning standpoint is the one-story element, where the Zoning interpretation was a 2-story element all the way around the block (Block 2).
- It expresses itself one-story on one side, are you suggesting two-stories along University Avenue?
 - On University it is two-stories. Our understanding from Matt Tucker was we would need to run a concurrent amendment with the SIP submittal.
- For us, is the effective height of this building sufficient to give that edge of two-story feel?
- The entry to Whole Foods, the Madison Yards/Gardener Way corner where you showed a pretty big sign. In talking about signage I want to make sure you’re comfortable with that architecture if that Whole Foods sign does not take up that whole side. That’s a pretty big sign given the size of the street.
 - We’re beginning the sign discussions in earnest tomorrow. We kept this design general. Whole Foods has asked us to work on getting this requested sign but we know we have to comply with the Zoning Code. We’ll have to coordinate with Whole Foods once we find out what’s allowed.
 - Our understanding is that signage is based on a series of factors, how big that wall is that it’s sitting on, how big it can stretch to. That has a little bit of a give and take to it.
- The west elevation of the apartments...why? Regardless of what’s happening on the interior of the building the exterior should speak to itself. It’s really stark compared to the other elevations.
 - It is, we have no activation by units. We’re straddling the line of being a good neighbor while addressing the State Office building.
- Forget they’re there, just talk about the architecture.
 - The architecture here has a great deal to do with the large building next to us. We’re not capturing this elevation except for the people leaving the State Office building. When you’re looking at this coming down University its back in the canyon between the 10-story office building and out building. We’re right on the property line. We cannot have many openings by code.
- When you come back show how that building looks in place because we don’t get that perspective.
 - If there was a park facing to the west we would turn the units that way.
 - We purposely turned the units in because the view out was not great.
- The State didn’t do us any favors when the sited that building.
- Perhaps there could be more design to it. Right now it’s just gray, you have a lot of white panels, maybe it’s all white. A little reflectivity and brightness. This kind of looks like a highway sound wall. There’s still conveyance between those buildings.
- There’s a plaza facing half of that building, some gesture of at least wrapping it around instead of cutting it off at the corner.
- The hotel looking down at the roof of Whole Foods, is there any talk of a green roof?
 - There is not because Whole Foods has 40 skylights for natural daylighting.
 - And mechanicals and elevator overrun.
- There’s a lot of things I like, in particular the west face of Whole Foods where the architecture materials fold out into planters, it’s a nice transition. It’s hard to foundation landscape around large buildings like this. I think you could study where those fall against the brick and materials against the building. On the University side it’s such a large façade with fast traffic speeds, what you’re showing for plant materials is good. I would advise refraining from gumdrop shrub plantings, keep it massed and substantial to break down the height you have. Good start.
- Very good baseline what you have here.
 - To give you a schedule idea we do have an executed lease with Whole Foods, that requires us to have the residential and streets done at the same time, so we are actively working on our land use applications for all three blocks. We would start to do earth work concurrently with the September time frame.

- The more consistent you are with your original plan I think the easier it will go. Thank you very much, nice project.

ACTION:

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

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 29, 2020

TITLE: 701 Gardener Road – Madison Yards
Block 2 in UDD No. 6. 11th Ald. Dist.
(58985)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 29, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of January 29, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for Madison Yards Block 62 located at 701 Gardener Road in UDD No. 6. Registered and speaking in support were Sean Roberts, Aaron Ebent and Ethan Skeels, all representing Summit Smith Development; Kevin Yeska, representing JSD Professional Services; and Shawn Zimny, representing Gilbane Development Co..

Roberts presented the surrounding context from the recorded GDP documentation, as well as some drone footage. The three blocks that are part of the initial phase are Block 2, Block 3 and Block 6. Yeska presented Block 6. The center of the project is a large underground detention basin, all the stormwater on the site will be private. The street section views will be consistent with the GDP and they will be adding street trees along University Avenue and Segoe Road. The central greenspace will be loaded up with plantings with potential street market on weekends and will be bordered on one side by a restaurant. This is seen as the gathering space for residents and employees. Some type of monument feature (raised seat wall) will be placed on the corner with passive seating on the northwest corner. The northeast corner will be framed by a stage for smaller events and concerts with a bit more hardscape element on the south end. The material palette will be modern industrial for an urban clean look while pulling in natural stone seen throughout Madison and native plantings. A one-story 5,500 square foot “white box” is shown with the intention of getting the form approved before working to find a tenant and finalizing details. They will provide architectural details on all four sides of the building and orient it towards the plaza. The landscape plan does not include some of the more commonly used species around Madison and concentrates more on prairie like plantings.

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the back-of-house elements facing University Avenue. He reviewed of floor plans and site access circulation. They are maximizing the amount of glass used to visualize activity. Building materials include cast stone or masonry base with wood-look siding and white metal panel for Whole Foods. Sunscreens will be introduced on the south facing glass.

Block three will contain primarily residential and retail. KTG Architects presented the same challenges with grade change and elevations. The retail will face Madison Yards Way and the central green with the residential atop the podium. Located at the lower level of University and Gardener is the lobby for residential and provides a nice activation of this corner. Two levels of parking will serve residential and retail for the building with grade allowing entrance to each level. The retail area is approximately 10,000 square feet and fronts Madison Yards Way while activating the central green. There are five levels of residential, an interior courtyard with amenities and an exterior terrace on the north side of the building. Building materials will include fiber cement panel, metal panel and brick veneer base.

Alder Martin, District 10 expressed support for the project; they are holding a neighborhood meeting tomorrow.

The Commission discussed the following:

- Could you go back to the loading area for Whole Foods.
 - It's a one-way eastbound from University Avenue so they'll come from the west, pull in straight ahead, back up to load and exit.
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 - Yes absolutely and University Avenue is designated a truck route. From a Traffic perspective they've asked us to keep it out of the neighborhood.
- So they're doing the maneuvering inside the property?
 - Yes.
 - There's a signalized light intersection there also.
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applications for all three blocks. We would start to do earth work concurrently with the September time frame.

- The more consistent you are with your original plan I think the easier it will go. Thank you very much, nice project.

ACTION:

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

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 29, 2020

TITLE: 702 Gardener Road – Madison Yards
Block 3 in UDD No. 6. 11th Ald. Dist.
(59000)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 29, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of January 29, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for Madison Yards Block 3 located at 702 Gardener Road in UDD No. 6

Registered and speaking in support were Sean Roberts, representing Summit Smith Development; Kevin Yeska, representing JSD Professional Services; Shawn Zimny, representing Gilbane Development Co.; and Craig Pryde, representing KTG Y.

Roberts presented the surrounding context from the recorded GDP documentation, as well as some drone footage. The three blocks that are part of the initial phase are Block 2, Block 3 and Block 6. Yeska presented Block 6. The center of the project is a large underground detention basin, all the stormwater on the site will be private. The street section views will be consistent with the GDP and they will be adding street trees along University Avenue and Segoe Road. The central greenspace will be loaded up with plantings with potential street market on weekends and will be bordered on one side by a restaurant. This is seen as the gathering space for residents and employees. Some type of monument feature (raised seat wall) will be placed on the corner with passive seating on the northwest corner. The northeast corner will be framed by a stage for smaller events and concerts with a bit more hardscape element on the south end. The material palette will be modern industrial for an urban clean look while pulling in natural stone seen throughout Madison and native plantings. A one-story 5,500 square foot “white box” is shown with the intention of getting the form approved before working to find a tenant and finalizing details. They will provide architectural details on all four sides of the building and orient it towards the plaza. The landscape plan does not include some of the more commonly used species around Madison and concentrates more on prairie like plantings.

Block two will contain a 50,000 square foot Whole Foods grocery store and a hotel. Ebert of Kahler Slater presented the site plan with the grocery store on the left, central parking and a hotel to the east facing Madison Yards Way. The site does have a tremendous amount of slope with the grocery store being two-stories built into

the hill. The hotel has an exposed lower level and has some presence on University Avenue, with the corner activated by a pool and fitness room. The primary access will be off of Segoe Road for the grocery store with the back-of-house elements facing University Avenue. He reviewed of floor plans and site access circulation. They are maximizing the amount of glass used to visualize activity. Building materials include cast stone or masonry base with wood-look siding and white metal panel for Whole Foods. Sunscreens will be introduced on the south facing glass.

Block three will contain primarily residential and retail. KTG Architects presented the same challenges with grade change and elevations. The retail will face Madison Yards Way and the central green with the residential atop the podium. Located at the lower level of University and Gardener is the lobby for residential and provides a nice activation of this corner. Two levels of parking will serve residential and retail for the building with grade allowing entrance to each level. The retail area is approximately 10,000 square feet and fronts Madison Yards Way while activating the central green. There are five levels of residential, an interior courtyard with amenities and an exterior terrace on the north side of the building. Building materials will include fiber cement panel, metal panel and brick veneer base.

Alder Martin, District 10 expressed support for the project; they are holding a neighborhood meeting tomorrow.

The Commission discussed the following:

- Could you go back to the loading area for Whole Foods.
 - It's a one-way eastbound from University Avenue so they'll come from the west, pull in straight ahead, back up to load and exit.
- Are these full sized semis?
 - Yes.
- I find that slightly worrisome. Something about that stretch of University coming east, they just accelerate over that bridge at Blackhawk. I guess it's the best solution for what you're doing but I'm trying to picture semis pulling in and out at that space.
- Has there been conversation with Traffic?
 - Yes absolutely and University Avenue is designated a truck route. From a Traffic perspective they've asked us to keep it out of the neighborhood.
- So they're doing the maneuvering inside the property?
 - Yes.
 - There's a signalized light intersection there also.
- Do you have a tenant for the hotel?
 - We are not hotel experts so that will be a condo unit. We're working with a group out of Milwaukee and a group out of North Carolina. The design is based on their projected brands. They're looking at extended stay so the footprint of the rooms is larger than typical.
- I like this, I've liked it from the beginning. My only concern is the white masses of the apartments, they seem heavy and need attention.
 - The concept is trying to undulate or make movements on the outside of the building. We've been responding to cost increases and everything else. We originally looked at inset balconies but wanted to capture as much rentable space as possible and make the nicest living units we could. This is a wood frame building so an exterior balcony is supported by a post element or you hang it off the building and we didn't want to go the traditional hung balcony with a metal band. We felt it fit the architecture a little better.
- I'm curious about what is happening in the courtyard above the parking. Is it landscaped?
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