



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 133 E Lakeside Street
Application Type: New Mixed-Use Commercial Development in UDD No. 1
Initial/Final Approval is Requested
Legistar File ID # [60406](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Chris Armstrong with Avante Properties and Kevin Burow with Knothe & Bruce Architects

Project Description: The applicant is seeking initial/final approval for a new 5-story mixed-use building with 104 residential units, 3,150 s.f. ground floor commercial uses, and lower level parking.

Project Schedule:

- The UDC received an informational presentation on May 27, 2020.
- The Plan Commission is scheduled to review this project on July 13, 2020.
- The Common Council is scheduled to review this project on July 21, 2020.

Approval Standards:

The UDC is an **approving body** for sites within an Urban Design District. The development site is within Urban Design District 1 (“**UDD 1**”), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(8). In reviewing plans for development in the district, the Urban Design Commission shall consider in each case those of the following requirements and guidelines as may be appropriate. In addition, when applying the requirements and guidelines, the Urban Design Commission and staff shall consider relevant design recommendations in any element of the City's Master Plan or other adopted City plans.

Summary of Design Considerations and Recommendations

Planning Staff request that the Commission provide feedback on how the proposed development relates to UDD 1 and adopted plans.

The site has two key street frontages on the northwest corner of East Lakeside Street and Sayle Street and is it also highly visible from John Nolan Drive. The existing site use is commercial and the proposed is mixed use with commercial uses to the south and north, but is adjacent to single family residential to the west. The new five (5) story building is set back 12.5 feet from East Lakeside and the 13 feet from Sayle Street.

The [Comprehensive Plan](#), adopted in 2018, recommends Employment uses for the subject site. Under the existing and proposed zoning, buildings up to five stories are allowed by right. The [Bay Creek Area Plan](#), adopted in 1991, references the 1983 land use plan map which recommends “Medium Density Mixed Housing” for the subject site. The [South Madison Neighborhood Plan](#), adopted in 2005, includes more site-specific recommendations for this site which recommends “Well designed, high quality professional office or mixed-use buildings” for the subject property. This plan specifically acknowledges the future redevelopment of this property and further recommends “quality design and materials that are compatible with the neighborhood” and that the “height of the building

should take advantage of lake views, but should not exceed four stories unless other site amenities are agreed upon by the neighborhood.” Finally, the plan acknowledges this an important gateway site and recommends the consideration of public art.

UDC should comment on the general UDD 1 standards and include comments related to building placement, bulk, articulation, as well as comments related to the site context, transitions to other uses, and pedestrian experience for all street frontages.

Staff further requests the Commission refer to their comments from the May 27, 2020 informational presentation:

- Parking for commercial space seems inadequate. Is there on-street parking available?
- I like the way this building folds into its footprint. While the five story height might seem a large presence the only really big facade visible to the public is the side facing John Nolen, and it seems like that might be mitigated by the landscaping/Sayle St./RR median.
- Neighborhood has legitimate concerns related to traffic congestion and pedestrian crossing at Lakeside St./Sayles intersection. Stacking on Lakeside at J.N. is already very limited and intersected by RR tracks. Turns into and out of Sayles are frequently difficult now at rush times. Pedestrians walking to bus stop at J.N. & Lakeside have no crosswalk at Sayles and no sidewalk from Sayles east to J.N. bus stop. Given that additional dense residential development is likely on Sayles in the future, the Sayles/Lakeside/J.N. intersection and adjacent circulation and building access all need to be thoroughly examined and rethought. Regarding commercial parking, the developer has stated that the ~50 spaces below the Kelly building would be available in evenings. Daytime street parking on Sayles is currently limited to one side and that side has street sweeping limitations. Daytime street parking on Sayle is currently limited to one side and that side has street sweeping limitations.
- Nothing that really stands out - pretty standard for these size and type of buildings we see nowadays. Not crazy about the color scheme - clearly the neighborhood has a preference to red/brown masonry as seen in their comments and I would lean towards that myself.
- Residential entry not distinctive enough. Perhaps reserve the wood-looking material for that location. The upper parapets with horizontal slots are arbitrary and unnecessary. Complete west elevation needed to determine how successful design facing residential neighborhood is.
- Exterior commercial space design should be more identifiable than just signage.
- The first floor entrances look similar to commercial entrances, maybe due to them being full glass and the railings being so open. 5 stories does seem debatable, especially with the higher elements over the commercial entrance where there are void cut-outs in the parapet wall, making it look even taller. 4 stories seems more appropriate. The commercial language continues up above the retail space, making the residences look more like office space. This is a different scale of detail and aesthetic than a lot of the contextual architecture.
- Hierarchy of storefront vs punch opening windows is confusing. Consider using storefront at first floor at commercial and main apartment entry only, creating a more horizontal element.
- Ground floor entry to apartments could be confused with building entrances. Is there a way to queue these as private using material changes or landscape?
- When viewed as part of Urban Design District 1, John Nolen Corridor, both the scale and design of this building seem appropriate. The materials – largely masonry and metal panels – are also nice quality. The corner commercial space, however, does not stand out and could be made more visible to J. N. by sweeping the corner with some architectural element.
- When viewed from the neighborhood perspective, the building seems large and its materials don't echo in any fashion the brick & limestone vernacular of the older commercial cluster four blocks away around Franklin school. More concerning, I think, is the design and proposed uses of the plaza deck above the parking garage and the parts of the other two common decks that face west. Will they be green, how will they be lit, how & when will they be used, will they be screened visually & aurally from the Colby St. neighbors?

- Hopefully the garage roof is a green roof? If it's a roof terrace, what a shame it doesn't face the opposite way.
- Would appreciate lots of streetside plantings, especially along Sayle St.
- At least four mature canopy trees will be removed for this project, so the developer should consider future canopy replacement in any landscape plan as well as fortifying green screening to Colby Street backyards.
- More details please on the plaza deck. Is there adequate parking for the commercial business?
- Unclear how "plaza deck" will be developed.
- As mentioned, lighting of west-facing decks is a concern.
- Will a lit sign be requested for the commercial space? We just went through that issue with the Kelly building across the street. Current VFW signage is very modest.
- Can the traffic into and out of the garage be 1-way to avoid having so many cars turn onto Sayle Street from Lakeside – can traffic enter on Lakeside and exit only onto Sayle?
- I'm confused as to the entry/exits into the parking garages. Also would expect a close working with the City on issues related to, especially, crossings and possibly new sidewalks. Dicey location for both pedestrians/bikes/ and cars with the busy streets as well as the RR crossing.
- Interested to understand how deep underground parking can be. Will 1st floor need to be partially elevated?
- Identify where commercial space/restaurant deliveries and refuse will be. Where do patrons of the future restaurant park?
- Contextual architecture tends to have a recognizable solid base to the structures, separating the first floor from the sidewalk. This new building has glazing down to the sidewalk, and is a more metropolitan aesthetic – may not be the best fit.
- Appreciate the concerns of the neighborhood re: architectural compatibility with the existing homes and small businesses, but I look at this building more in the context of how it fits into this particular location (more J. Nolen than Lakeside St proper) which I think it does fairly well. Certainly a visual improvement over the existing.
- Overall, the building is a bit stark for this neighborhood. I like the modern look, but what about a small nod or two to the eclectic neighborhood nearby?
- Like the 2902 E. Washington Avenue proposal, this building faces two distinct and different urban contexts. I think it addresses the high-volume John Nolen corridor context successfully, but is less successful and not fully fleshed out in its neighborhood-facing details.