



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 site improvements and a new 4-story mixed-use building with 66 residential units, 1,200 s.f. ground floor commercial uses, and lower level + some surface parking. *(Note: the original proposal for this site included a 5-story building with 104 residential units and 3,150 s.f. ground floor commercial uses. The development team has revised the plans to reduce the height and massing of the proposed development, based on feedback from the Alder and neighborhood.)*

Project Schedule:

- The UDC received an informational presentation on May 27, 2020.
- The Plan Commission is scheduled to review this project on August 10, 2020.
- The Common Council is scheduled to review this project on September 1, 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.

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 four (4) story building is set back 15.6 feet from East Lakeside and the 9.6 feet from Sayle Street. The south side yard setback is 15 feet and the rear west side setback is much larger and varies from 60' + above ground structure and 41' to the underground parking structure.

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:

Site/Context:

- Provide more detail on traffic flow – deliveries, cars, parking, pedestrians, and bikes. Neighborhood has legitimate concerns related to traffic congestion and pedestrian crossing at Lakeside St./Sayles intersection.
- Provide more details on parking garage plaza deck: Concerns regarding design and proposed uses of plaza deck and the other two common decks that face west.
 - Green roof, lighting, use hours, screening from neighbors, will deck be raised above ground?
- 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.

Landscaping:

- Would appreciate lots of streetside plantings, especially along Sayle St.
- With removal of four mature canopy trees, consider future canopy replacement in any landscape plan as well as fortifying green screening to Colby Street backyards.

Architecture:

- Study residential versus commercial entries and architectural exterior expression.
- Exterior commercial space design should be more identifiable than just signage.
- This is a different scale of detail and aesthetic than a lot of the contextual architecture.
- The upper parapets with horizontal slots are arbitrary and unnecessary.
- Consider using storefront at first floor at commercial and main apartment entry only, creating a more horizontal element.
- Complete west elevation needed to determine how successful design facing residential neighborhood is.
- Consider signage options and whether it will be lighted. (We just went through that issue with the Kelly building across the street. Current VFW signage is very modest.)
- 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 – may not be the best fit.
- Study architectural compatibility with the existing homes and small businesses and how it fits into this particular location
- 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?