

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 29, 2020

TITLE: 133 E. Lakeside Street – New 4-Story
Mixed-Use Building in UDD No. 1. 13th
Ald. Dist. (60406)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: July 29, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of July 29, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new 4-story mixed-use building located at 133 E. Lakeside Street in UDD No. 1. Registered and speaking in support was Kevin Burow, representing Knothe & Bruce Architects. Registered in support and available to answer questions were Rich Strohmenger and Christopher Armstrong, representing Avante Properties. Registered in support but not wishing to speak were Karyl Lynn Bruckner, Scott Kelly, Liz Perry, and John and Sally Ouellette. Registered neither in support nor opposition and wishing to speak were Jody Clowes, Andy Meessmann, representing the Bay Creek Neighborhood; Cynthia McCallum, Carrie Rothburd and Janelle Munns.

Burow discussed updates to the project, noting they have dramatically reduced the mass to a now 4-story building that steps down to three stories with 66-units in total. They are maintaining the greenspace along Colby Street, the surface lot now has only one entrance point, and the plaza deck is above the parking level 4-feet above existing grade. Underground parking includes 70 vehicle stalls and 66 bicycle stalls.

Andy Meessman shared slides of the existing neighborhood, and discussed the existing conditions of the neighborhood as well-kept, vibrant architecture with varying materials and colors. This proposal is a drastic difference in terms of materials and colors with the existing architecture. It is turning its back and not celebrating the neighborhood. There is a stark difference from the proposed development and the rich quality of design in the neighborhood. They are not proposing any traffic safety improvements. The bike path is an important asset. Urban design goes beyond the building, right now site design is failing.

Cynthia McCallum spoke in favor of this new development, appreciating it is now four stories that steps down to three. She is also concerned about the contemporary look and wondered why they did not pull from the Vandewalle building and use some orange. This building would look fantastic in the Alliant Energy complex. Softer elements are needed, more brick. She applauded the developer for working with so closely with the neighborhood.

Carrie Rothburd thanked the developer for meeting with neighborhood. She is hopeful they can work further on what they see as a better design fit. There was the willingness to hear what the neighborhood was saying about protecting Colby Street. She understands the difference between the John Nolen corridor and this neighborhood, but it's solidly inside Bay Creek. Think of the faces adjacent to Bay Creek as being of a slightly different character, an integrated but different feel to what faces John Nolen Drive. She echoed the idea of not taking away the bike path.

Janelle Munns stated she is very happy with the scaling down the size of the building. She did wonder if the outdoor patio would be used for restaurant customers.

The Secretary noted all public comments are posted in Legistar.

Ald. Evers echoed the comments of neighbors, and is pleased with the reduced height, the unblocking of the view on Colby Street and the reduction in number of units. The developer took a collaborative initiative with the neighborhood, meeting in the parking lot of the site, socially distanced, where neighbors were able to share and talk openly about their concerns. The remaining concern is aesthetics, it looks like it could fit in Anytown, U.S.A. The Lego design and use of whites/blacks/grays lacks a certain character. People who choose to live in Bay Creek are characters and the neighborhood has a sense of character. Additional modifications could be suggested, bifurcated, a design facing the neighborhood that is more earth tones and perhaps on the other side a more contemporary look that faces the neighborhood.

The Commission discussed the following:

- Elaborate on how the residential entrances are different than the commercial entrances.
 - The first floor is higher with walk-ups, the commercial entries have storefront glass with operable windows.
- That's an improvement.
- It's unusual for developers to accommodate requests to downsize to this extent. People are really stuck on the materials, I would respectfully differ that this is not terrible, clearly people do not like the colors, it's a matter of personal taste. It's less residential and more an element of the greater John Nolen Drive, so I don't know that bending it to match the vernacular of the neighborhood works. The only real problem I have with the palette is people not being on board with the faux wood element, I like the grays and creams and whites. Those see through elements on the top are good in certain applications, I'm not sure it fits here. I'd like to point out that the issues with the intersection and the bike path issues are for the Plan Commission and the City.
- I don't have a problem with the simplification and modern look. One of the issues I have there are some elements that look very commercial, the punched windows feel relatable for a living space but the area on the corner behind the flag, that's very commercial with residential uses behind it. Same thing further down Sayle Street where you have larger windows. Maybe it's the patterning or banding but it looks very commercial. If you take that white element and it starts to show a nod to a brownstone, I'd almost rather see something more uniform like that rather than hanging materials to the fake wood for no apparent reason. The commercial area should have its own material and not try to bring it around the corner. Simplify the materials, I don't like the perforated parapet, it's unnecessary. This scale is much better.
- I like this building a lot and I'd advise to keep it as it is. The materials are very attractive, every building in Madison does not need to be simplified, need brick, or have two materials on it. What makes a city beautiful is varied materials, sizes, I love this project. I would keep it just as it is. It's not an abundance

of materials, the wood is an accent piece and that's what it's meant to do. We shouldn't try to make every building look the same.

- I agree with Rafeeq. I would want to just say to the neighborhood thank you for being involved. We're trying to be part of Madison and get involved and do things, but you have a beautiful neighborhood and one of the worst things we could do is an imitation or knock off, it just can't be done. It would take away from what you have. Diversity and character, especially with it scaled down, it provides that transition. I know it's different but it's well done. Some of the pedestrian issues, the railroad, the right-of-way, work with City Engineering to see if anything can be done.
- The windows do give it a commercial look. It could be a bit more customized to a neighborhood look. Suggest looking into that, all those windows.
- This has been kicked around fairly substantially. I will be woefully out of touch with some of my neighbors, this building has integrity as it stands with contemporary design. It would only pull away trying to change or bifurcate it. The rest has been scaled down rather substantially and I see this as a John Nolen Drive frontage. The sidewalk to the bus stop is a very important issue. This is a primo site for bikes, the bike lane should be put back in.
- I noticed that most of the outdoor bike parking was near the commercial space, there would be value in having bike stalls along Sayle Street tucked into one of those landscaped spaces closer to the residential units. I like the material palette of the building, however, I would agree with the perforated parapet thing, it doesn't do it for me. The west parking lot side, is there a fence or any separation on that west end of the parking lot? A lot of those head-in stalls face the neighborhood now.
 - We're basically maintaining existing conditions but we are willing to put in a fence, we're happy to coordinate whatever is desired. We're not opposed to adding some bike stalls along Sayle Street, we do 66 bike stalls within the basement.
- I would defer to the neighborhood on the fence issue.
- The plaza area facing the neighborhood, could that be one of the areas where you have more something whimsical, add some color, you have sail cloth there. The rest of that large area is very exposed and I'm wondering if you could benefit from a bit more elements to add some whimsy to the neighborhood facing plaza and give them more shade.

ACTION:

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