

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 7, 2020

TITLE: 1402 S. Park Street – New Mixed-Use Building Containing Residential and Grocery Store in UDD No. 7. 13<sup>th</sup> Ald. Dist. (62064)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: October 7, 2020

ID NUMBER:

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

**SUMMARY:**

At its meeting of October 7, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new mixed-use building containing residential and a grocery store located at 1402 S. Park Street in UDD No. 7. Registered and speaking in support were Marcus Pearson, representing Movin’ Out; Edward Haydin, representing Rule Enterprises and Movin’ Out. Registered in support and available to answer questions were Melissa Huggins, representing Rule Enterprises and Movin’ Out; Megan Schuetz, representing Movin’ Out; and Brandon Rule, representing Rule Enterprises. The project is located on the Truman Olson site in the Wingra Triangle. The team conducted an extensive public participation project to be sure the project was informed by the community. The goal has been to develop a welcoming functional cohesive addition to the south side while providing essential affordable housing and access to food. Cedar Street will be extended through. The building program includes an outdoor plaza along Cedar Street that wraps around towards Park Street. The leasing office will be located on the first floor with the parking structure on the ground floor that goes up to second floor. The grocery store is a double height space. There is a community and fitness room for residents. The architecture creates a podium at the 2<sup>nd</sup> floor level, with the corners allowing opportunities for community spaces, teen hangout spaces, study nooks, and an amenity spaces for people to gather. They are planning a rooftop terrace accessed from the third floor for tenant use. Program elements and building materiality are still being worked on. The team recognizes that the south façade cannot be blank.

Ald. Evers spoke to the importance of the only grocery store serving the south side. This is one of the most important projects in our City along this corridor. He is confident the design team can meet the UDC’s expectations and suggestions.

The Commission discussed the following:

- I agree with the importance of this project. The building massing is very long (site driven) but how you break that façade up...it looks like literally hundreds upon hundreds of punches going down Cedar

Street. You have to break that massing up. How you use the materials and how you break that massing into smaller segments is going to be very important to the success of the design.

- Does it have to be just one building? Pulling the grocery store closer to the street is a great move.
- This is a really exciting project for this neighborhood. I like how they've addressed and incorporated the grocery store. Breaking up could be successful, some of the examples provided, residential projects had more color to them. The massing above the store looks cold and corporate, it should feel more like somebody's home. Needs more finesse and detail.
- Simplification of materials is going to be key, keeping a residential look without swinging the pendulum too far. The overall site, the greenspace, activating that as far as a mixed-use is important and you can mutually benefit from a shared space. The bike path along Wingra Creek is not as busy as other bike paths but it's a great pedestrian corridor so there are other multi-use amenities that can be served out of there, a lot of potential for bike and pedestrian traffic.
- Great project, have confidence in what I'm seeing and hearing. Attention to detail on Park Street, BRTs potential impact in this area, competing interests that might be happening there. Really studying what is happening along Park Street, successfully and unsuccessfully. Renderings depict trees, moving forward, looking for the pedestrian-public realm along Park Street being intentional and articulated well, enough space for people to feel comfortable against the traffic volume and width of Park Street.
- There is significant right-of-way along Park Street, working with Traffic Engineering on how the bus stop and BRT would work there is critical. From property line to back of building is 10-feet?
  - 10-feet along Park Street, 20-feet from the curb.

Ald. Carter spoke in support of the project. She does agree the building has to be broken up to be able to incorporate a more inviting residential appearance. Agree that having some color towards the front is also going to pop the grocery store and make it more appealing to come into. The front looked a little bit institutional. Landscaping is going to be very important for it to be inviting. This is a good start, appreciate of the informational to get an idea of what they are thinking and what could become of this project.

**ACTION:**

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