

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 7, 2020

TITLE: 701 Gardener Road – Madison Yards  
Block 2 in UDD No. 6. 11<sup>th</sup> Ald. Dist.  
(62271)

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 701 Gardener Road, Madison Yards Block 2 in UDD No. 6.

Registered and speaking in support were Sean Roberts, representing Summit Smith Development; Craig Pryde, representing KTG Y Group, Inc.; and Ethan Skeels, representing Kahler Slater. Registered in support and available to answer questions was Sean Zimny, representing Gilbaine Development Company. The northeast corner of the site, Block 2 had the Whole Foods grocery store, parking and a hotel. COVID hit, and they were forced to table the SIP submittal and do a swap out of the hotel tower for a residential tower. Context photos were shown. Vehicular access starts on University Avenue, that has not changed. Gardener Road from the west will bring additional grocer traffic in to the site. Madison Yards Way has dedicated grocer parking access located mid-block, with a second curb cut bringing parking access to the residential. The grocer floor plan shifted the vestibule slightly. The development office located on the lower level at the corner of University and Gardener activates that corner. The elevations and architecture remains relatively unchanged in its design save for being extruded to incorporate additional parking trays to accommodate residential parking. Building materials include colored and textured precast with cast stone masonry façade, and wood look aluminum panel as an accent material. Screening for parking and shading for glass on the grocery store is a matching wood look aluminum louver system. There is a strong rhythm of precast panels working on a module marching down the building, breaking down the scale as it does down to pedestrian level. Built in planters will be landscaped and there will be pedestrian lighting along Gardener Road. The residential tower on Block 2 has a kickstand feature at University and Segoe in response to GDP requirements to be 8-feet from the property line off Segoe for the first 3 levels, as well as zero setback of the overall façade along University. Three stories and above the entire facade of the Segoe elevation is canted to align with Segoe at an 18-foot setback and the north façade has a 10-foot setback along University. They are activating the corner by bringing the residential units all the way down to grade with a proposed bus stop right in front of this kickstand area on Segoe. The top level located amenity rooftop deck to takes advantage of multiple views.

The Commission discussed the following:

- What is the window to wall ratio?
  - Level 2 and above would be predominantly 100% window wall system with vision spandrel and metal panel.
- How much of the project is wall and how much is window?
  - Early target was around 70% glass 30% solid. We are still working through unit plans and exterior walls to get that definitive answer.
- Did you also look into energy use in density numbers, like how much energy this building will use?
  - Yes, our selection of the window wall system and the glazing will result in an overall energy performance that would exceed minimum code requirements. There will be solid walls with additional levels of insulation to impact the overall performance of the building. Modeled from an energy standpoint to make sure we meet and exceed the minimum.
- Which floors will those cavities be behind them?
  - Any unit in the area of the window wall may have a 50% or 60% visible glass area where a wall intersects to a full pane of glass on the outside, with the inside blocked off with drywall and additionally insulated.
- I would appreciate you looking into your window wall ratio and see if you can make the building more energy efficient.
- Past discussions have included concerns from City staff about activating that corner at Segoe and University, I'm not seeing it that much. A bus stop doesn't strike me as activating a corner.
  - The challenge for the building and its relationship to the site, you can see at the corner the first residential unit is elevated above the sidewalk so there's no opportunity to utilize the corner for the entry, plus it's a very busy intersection. At the last DAT meeting internally there was some discussion on whether or not University should be a pedestrian street or not. The building is set right at the property line on University per the GDP requirements, so activation at that point would be within the right-of-way. We have an 8-foot requirement for setback and landscape along Segoe that could be activated but that would be more in terms of softscape or hardscape that has to integrate with the proposed or required bus stop just south of the intersection of University and Segoe.
  - We do have the lobby entrance on Madison Yards Way, there's no additional commercial space on this part of the block.
- Look at calculating the average R value of this building, I suspect it's pretty low. In some ways I feel like this exterior is going through an identity crisis. It looks very residential on the left side and I do appreciate you breaking this up and making it more interesting, but I rather liked the "ribs" of the blue and white spandrel that's wrapping, seems like there's a depth to that. Can you just carry that rhythm through? Appreciate you're using the darker blue as a way to break up the project, darker glass also helps with some of the energy concerns. I like the Whole Foods.
- Enjoy the Whole Foods side and interplay between landscape and architecture, the raised planting walls that extend out from the building. Wondering if that same sort of treatment happens on this corner to activate. The language of planting walls that break up that masonry on the sidewalk level, I like how that's playing out on the other façades.
- Looks like enough setback to do planting walls and step it up rather than just a sheer wall, allows you to stay within the requirements of the restrictions of the GDP.
- The east and west elevations have quite a bit of difference in them. The overall base and end features are well done, but the middle rhythm is different between the two elevations. There's good design elements but as alluded you're doing quite a bit and picking a couple well done design features and putting that rhythm throughout the middle while doing things to break it up would be more successful. The west has

more rhythm between the ends and middle, could be improved by either continuing with that rhythm and materials or doing the other, it appears there are too many design elements that aren't cohesive. Would be more successful to repeat good design elements in a more simplified manner.

**ACTION:**

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