



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 1402 S. Park Street  
**Application Type:** New Mixed-Use Building with Residential and Grocery Store in UDD No. 7 – Initial/Final Approval is Requested  
**Legistar File ID #** [62064](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Melissa Huggins, Urban Assets/Brandon Rule, Rule Enterprises, LLC/Megan Schuetz, Movin' Out, Inc.

**Project Description:** The applicant is seeking initial/final approval for a new six-story mixed-use building to contain a 24,000 square foot grocery store, community meeting space, structured parking and 150 apartments on the Truman Olson site. The development will be requesting 2 bonus stories.

### Project Schedule:

- The UDC received an informational presentation on October 7, 2020.
- The Plan Commission is scheduled to review this proposal on January 11, 2021.

### Approval Standards:

The UDC is an **approving body** on this request. The site is located in Urban Design District 7 ("UDD 7"), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(14).

## Summary of Design Considerations and Recommendations

Staff recommends the UDC review the project against the requirements and guidelines UDD 7 and Commission's comments from the October 7 Informational Presentation and then provide recommendations to the development team for their land use application.

The proposal includes some differences from what was presented at the October informational presentation. While the mass is largely similar, the articulation of the building has been revised and includes changes to the exterior pallet and material organization. The Cedar Street-facade was previously organized into three design elements, and now appears to be organized into two larger elements.

In reviewing this request against the applicable standards, staff request UDC's findings include comments regarding the following considerations:

- **Massing and Articulation.** Staff request that UDC provide feedback regarding the reorganization of the façade, now composed as two elements where three were previously represented. As noted below, comments from the Commission members previously stressed the importance of articulation and breaking up the long facades. Staff also notes the façade remains largely in one plane, and requests feedback regarding the adequacy of the façade modulation and articulation.

- **Open Space.** Staff request that the UDC provide feedback on the adequacy of the proposed open space. Staff notes that units do not appear to have individual unit balconies, but there is a 4,000 s.f. open space - rooftop terrace at the third floor.
- **Relationship Between Parking Ramp and Adjoining Units.** Staff request that the UDC provide comment regarding the relationship between the south-facing units that have windows facing the open parking structure, especially at the third floor.
- **South Façade Articulation.** Staff believes that the portions of the taller southern facades, especially closest to Park Street will be fairly prominent and visible from South Park Street. Consideration should be given to the design, including long views, from that view. The current elevation lacks the articulation and fenestration that is included on the other facades.

**For reference, below are relevant standards from UDD 7.**

**Building Massing and Articulation.**

- *Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Details shall include window and door trim, recessed entries, awnings, and/or other features.*

**Building Setbacks and Orientation.**

- *New buildings shall have a setback between one (1) to ten (10) feet from the front property line. The front yard setback should be designed to provide for amenities that will enhance the visual and pedestrian character of the street.*

**Building Height.**

- *New buildings should generally be limited to four (4) stories in height. However, building height bonuses of up to two (2) additional floors may be allowed depending on the quality of the design, the effect of the development on the adjoining neighborhood, and the contribution of the project to: the use mix and activity in the vicinity, and the character of the street. The bonus stories serve as an incentive for creative building design and should not be viewed as the permitted height.*
- *“Green” building design that promotes energy efficiency is encouraged.*
- *New buildings in excess of three (3) stories shall incorporate a front façade stepback of at least fifteen (15) feet from the building face at the third floor.*

**Finally, staff refers the UDC to their comments from the October 7<sup>th</sup> informational presentation:**

- 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.

- Want to see an attention to detail on Park Street, including BRTs potential impact in this area and competing interests that might be happening there. Really study what is happening along Park Street. Looking for detail on the pedestrian-public realm along Park Street: intentional and well-articulated 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.