

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** March 31, 2021

TITLE: 4702 Sheboygan Avenue - PD, Madison  
Yards Block 1 in UDD No. 6. 11th Ald.  
Dist. (63440)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

DATED: March 31, 2021

**ID NUMBER:**

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

### **SUMMARY:**

At its meeting of March 31, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of Madison Yards Block 1 located at 4702 Sheboygan Avenue. Registered and speaking in support were Sean Roberts, representing Summit Smith Development; and Aaron Ebent, representing Kahler Slater, Inc. Registered in support and available to answer question were Ethan Skeels, representing Kahler Slater, Inc.; Kevin Yeska, representing JSD Professional Services, Inc.; and Shawn Zimny, representing Gilbaine Development Company.

This is the largest block in Madison Yard at 3.2 acres at the east corner on Segoe and Sheboygan. There are four components: a 7-story office building with first floor office space, a future restaurant, and a 5 ½ story parking structure with 604 spaces wrapped with a multi-residential building at 5-stories and 78 units. The first big change stretches the piers to give a strong two story base and relief to the upper grid with a visual stretch. They introduced a tenant terrace on the southwest corner of the 6<sup>th</sup> floor, refined material colors and detailing. High efficiency glass and bird efficiency glass will be used. A pocket has been carved out between this and the restaurant for outdoor seating. They refined the apartment building design creating more depth in the façade, recessing the corner condition and opening up the roof with a pergola. Building materials are dark bronze as related to the office building, and corrugated metal. To be sensitive with the treatment of parking to Segoe Road, 14% is exposed directly to the public, mitigating its impact with a setback from the existing curb line between 37-46 feet (this moves out if roundabout is constructed), berming up the grading with heavy landscaping with undulated beds and ornamentals as a constant green buffer, and metal panels in a bronze frame reminiscent of the banding on the office building. They have introduced greenery in planters along the top edge of the parking deck as a way to soften it. There is an integral alley between two buildings and a direct skywalk connection into the office building.

Ald. Martin spoke in support of this project. This will generate a lot of tax revenue, the uses are in sync with the Comprehensive Plan and the GDP, and will ensure stability and long-term viability. There is plenty of office space proposed to keep businesses here instead of having them flee towards the suburbs. This is where we need

and want density, happy to see landscaping is not just a flat space. This is an improvement on what is there now and what was there previously.

The Commission discussed the following:

- You have enhanced the office building from boring to give it interest. Like what you did with residential that wraps the parking garage. Very good job.
- The landscaping at the top of the parking ramp, is that reflected in the landscape plans?
  - We're still scoping the linear planters, I don't think it was put on the landscape plan.
- With regard to lighting in the parking structure, any condition of approval I would hope would include some language for cutting off the glare effectively on those light fixtures so we're not distracted by them. You've taken a lot of care in designing the façade.
- What kind of units go in the residential?
  - Market-rate mix of studios, ones and twos.
- Have you considered families? This area of town is pretty popular for families and a nice walkable scale. Have you thought about the material on the parking ramp? How will that age? Can you continue the plantings on those like you have on the wing wall?
  - The horizontal pieces are the precast components that hold up the columns in a light gray color. The framing with vertical stripes is a series of aluminum fins capturing a painted aluminum so it won't rust or fade. Plantings on the east side, we can confidently grow something pretty tall with the eastern exposure, we don't think we can get it to grow on the east facade like the south façade.
- I think this is much improved. Echo the lighting of the parking structure. Taking care because you do have that exterior space on the office building that they'll be looking down on.
- The hardi-fiber board panels on the apartment side of the parking structure building, what is the joint type for that?
  - It's a color matched aluminum reveal set within the panel joints.
- On the office building the outside space you've created in that little wedge, why is it facing Segoe when it could face the courtyard where there may some activities and sunset and the view to the lake?
  - The terrace location is driven by a tenant request and space planning. Facing east we do also have some wind problems. It does provide a nice view south.
- Is the restaurant component part of the application here that is seeking approval?
  - The placement of it and the general massing are part of this, however, when they come back with a detailed proposal it will be an alteration to the GDP.
- Compliment you overall on your planting plan with materials and sheer number of plants. I think it is seven fold over what's required by the City. Cautionary comment that those long rows of single plants stretching off to the west, once they're established it would be a shame if some died here and there, it would wreck the design. It seems there is room in there for more than one row of plantings.
- Like the changes to both the office building and residential area, well done.

### **ACTION:**

On a motion by Asad, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion provided for address of the lighting and planting comments.