



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 145-151 W. Wilson Street & 309-321 S. Henry Street
Application Type: New Mixed-Use Building in UMX Zoning District – Initial/Final Approval is Requested
Legistar File ID # [63797](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Kevin Burow, Knothe & Bruce Architects, LLC/Randy Christianson, Walter Wayne Development, LLC

Project Description: The applicant is seeking initial/final approval for a 10-story mixed-use building containing approximately 200 dwelling units, commercial space, two floors of underground parking and one level of secured first floor parking. The project does involve the demolition of seven structures. Please note, the [current plans](#) which are in the City’s Legislative File were revised to address zoning code consistency issues with the structured parking in the original submittal.

Project Schedule:

- The UDC received an informational presentation on February 10, 2021.
- The Plan Commission is scheduled to review this proposal on May 24, 2021.
- The Common Council is scheduled to review the related CSM on June 1, 2021.

Approval Standards:

The UDC will be an **advisory body** on this UMX-zoned site request. Subject to the standards of MGO 28.076(4)(c), All new buildings and additions greater than twenty thousand (20,000) square feet or that have more than four (4) stories shall obtain conditional use approval. In addition, the Urban Design Commission shall review such projects for conformity to the design standards in [Sec. 28.071\(3\)](#) and the Downtown Urban Design Guidelines and shall report its findings to the Plan Commission.

Summary of Design Considerations and Recommendations

The property is zoned Urban Mixed Use (UMX) and the [Comprehensive Plan](#) recommends “Downtown Core” uses, recognizing the center of Downtown should generally possess high intensity development. The most specific recommendations for the subject site are contained within the [Downtown Plan](#). Outside of the building directly at the corner of West Wilson and South Henry Streets, the plan identifies the balance of the site as an “Underutilized Site and/or Obsolete Building.” The recommended height in that plan, which was later codified in the Zoning Ordinance, is up to ten stories. In regards to views, the plan recommends establishing a set of standards addressing building characteristics such as height, setbacks, and stepbacks that will maintain a varied and interesting skyline as Downtown grows, and protect and enhance visual connections to the lakes. The Views and Vistas Map identifies key views, vistas, and viewsheds, including the Hamilton Street corridor, adjacent to this site.

Only the design of the proposed building is before the UDC, as considerations related to demolitions are not under the purview of this Commission. As a reference, staff note that the Landmarks Commission provided advisory comments to the Plan Commission regarding the demolitions. The Landmarks Commission found that the buildings at that the buildings at 313 S Henry Street, 315 S Henry Street, 321 S Henry Street, 145 W Wilson Street, 149 W Wilson Street, and 151 W Wilson Street have historic value related to the vernacular context of Madison’s

built environment, but the buildings themselves are not historically, architecturally or culturally significant. 149 W Wilson Street also has associations with George Sayle, Jr. who was influential in early the 20th century development of Madison. The Landmarks Commission further found that the building at 147 W Wilson Street has no known historic value.

Planning Division staff requests that the UDC review the project against the requirements & guidelines of both the [Downtown Urban Design Guidelines](#) and Zoning Standards of [Sec. 28.071\(3\)](#) as well as consider their comments from the February 10th informational review. Staff also asks that the Commission provide specific comments regarding the exterior design and appearance of the new development and how it relates to the existing context, with special attention the building's relationship to the sidewalk pedestrian scale. Additionally, due to its size and prominent location, staff further request information be provided on the building's "long views."

Finally, Staff refers the Commission to their comments from the 2/10 informational presentation:

Site/Parking:

- When you come back for an approval we'd really like to see a lot closer detail of that Henry Street experience. And it's a big parking garage with frosted glass, you have to look at giving something back to the neighborhood, think creatively about doing something with the landscaping and façade there.
- I was concerned about the pedestrian experience on the Henry Street façade.
- As you develop the design and landscaping pay particular attention to Henry Street going down the hill so it feels welcoming for a pedestrian. I would like some detail to help soften that.
- I like the planters providing visual interest, shadow and relief as you move down Henry Street.
- For the next step a solar shadow study would be helpful for us to see.
- The EV parking is a great bonus.

Building Design:

- The four sawtooth balconies could be diagonal to the building. The building could use some depth or dimension.
- I disagree on those balconies, I like that when you move around the building it has stuff that sticks out.
- I like the rhythm of the balconies on the side of the building, that will be dynamic with light. On the Wilson side it's lost, I'm not sure it's functional.
- Curious about how much glazing there is for residents, especially the side facing south. Light coming off the lake could potentially be very bright.
- I think it's a handsome building. I like the rhythm of the balconies on the side of the building, that will be dynamic with light. On the Wilson side it's lost, I'm not sure it's functional.
- I agree about the amount of glass; shading devices are down all the time for privacy in residential buildings. Examine the views around and see where the likely use of those shades will be used more than not. It's a nicely designed building.
- I really like the concept, it's a clever shape to maximize those views. I also like the amount of rooftop terrace and greenspace, it's really exciting to see that in this area and quantity; I would look for more diversity and interest there in the future.
- On Wilson Street it could really use some relief in the building massing and activation. I wonder if it could wrap that corner slightly because of sun exposure? The solarium is exciting, I like the direction you're headed.
- Echo comments on building massing and form, the simplicity of materials and color palette. I think the sawtooth balconies keep it exciting yet elegant in appearance.
- One thought is you created a wonderful opportunity for the views to come from and through the balcony with the glass railings. If you invested in the glass there you would have protected views

from some of the harsh elements of the sun.

- Next time I'd love to see what it really looks like from the inside out on the balcony.
- For this site because it's so tight, I think making sure some of the details of utilities, how that's going to be vented will be impactful.
- One item is the exterior color of the shade system based on the glazing you select, to minimize the visibility of those shades. The railing details of the roof are hidden from below but given the density here they will be visible from other locations, make sure those details are thought out.
- I would also consider some of that glass along John Nolen Drive, it's disguised with trees but a lot of times during the year there are no leaves on the trees.