

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 12, 2021

TITLE: 341 State Street, 315-319 W. Gorham Street, 321 W. Gorham Street, 322 W. Johnson Street - New Mixed-Use Building for Student Housing, Retail and Incubator Space. 4th Ald. Dist. (63798)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: May 12, 2021

ID NUMBER:

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

SUMMARY:

At its meeting of May 12, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new mixed-use building located at 341 State Street, 315-319 W. Gorham Street, 321 W. Gorham Street and 322 W. Johnson Street. Registered and speaking in support were Brian Munson, representing Core Spaces, LLC; Mark Jirik, Tai Maki, representing Antunovich Associates; and Jeff Zelisko, representing Core Spaces. Registered in support but not wishing to speak was Jacob Harris. Registered in support and available to answer questions was Mark Goehausen, representing Core Spaces. Registered neither in support nor opposition and wishing to speak was Bob Klebba. Registered neither in support nor opposition and available to answer questions was Mark Lewin.

Munson discussed the context of the project and some of the design features that could contribute to the ask for additional stories: they are taking a floor of height off of State Street, preserving three of the contributing buildings with facades integrated into the buildings, offering a substantial component of affordable units, usable green roofs at more than three times the requirement for stormwater management, retail incubator space, walkable retail, expanded sidewalks along all boundaries, and a design that creates a vibrant streetscape. The development will meet the National Green Building Standard. The building will have 15-foot setbacks on all sides of the building, with State Street at over 20-feet. They have widened the alley to provide fire access and vehicular access for loading and trash removal. First floor parking contains space for 214 total vehicles, 665 bike spaces and 99 mopeds. There are significant amounts of retail on Johnson, Gorham, State Streets with the residential lobby on Broom Street. The affordable units/beds will be seamlessly integrated into the building. They are proposing over 17,000 square feet of greenspace on the 7th level and the roof. The State Street landscaping will be maintained as is. Some street trees will be removed for fire access, replacement trees will be planted along with additional trees. Taller grasses and Blue Stem will be used on the rooftop deck amenity space, with sedum based green roofs at levels 2, 3 and 4. The architecture looked at related building types rather than subdividing the building using building materials with vertical breaks and an emphasis on creating an exciting street experience for the retail. State Street has high quality buildings and its own unique character. The horizontal banding in the brick, vertical projected brick, and contemporary elements like charcoal steel recessed

help break up the corner. The height of the building increases as it moves away from State Street and towards taller buildings.

Bob Klebba spoke to issues of site circulation, access to refuse, bike routes, and concern for the danger with increased cross-traffic. The preserved façades will enhance the pedestrian experience. He appreciates the three-story façades on State Street, and hopes the Commission is comfortable with the proposed architecture's sympathy with State Street. He is somewhat concerned about the size of the building.

The Commission discussed the following:

- We need to make a finding that the request for additional height is met on the PD standards. Criterion E need to make a finding that it shall coordinate architectural forms for compatibility with surrounding uses. Consider the reconstruction of the façades at Johnson and Gorham carefully, this is a demolition project. Not convinced that they are successfully integrated vertically. The James had an element that was demolished and reconstructed, in that case they not only rebuilt the façade but they designed the backdrop to it, set it a lot further back than what we're seeing now and integrated it very successfully into the rebuilt façade. These are the kind of things the Commission really needs to weigh in on. Landmarks and Plan Commission will grant the demolition permit, we have to say this design, whether it's brand new brick or a rebuilt, does this contribute to the coordination of the overall design? It's all about design and less about whether it's old, new or historic designation.
- I hate brick buildings, Madison has way too many brick buildings. However, I think this is a very attractive project, I was pleasantly surprised at how it integrates the new with the old. At some point we have to have a complement of new and old and I think this does that successfully.
- Appreciate the scale at State Street, wish the corner was more prominent as an entry, appreciate the detail in the brick. The salvaged façades, the looming mass above it, I think it just doesn't feel right, it's too heavy. The photo of The James was an example of how you could make that more successful. There's a lot of verticality to the massing, it doesn't make for very livable areas in those courtyards. Those areas will never see sunlight and doesn't feel right to be building spaces that are so oppressive. It's got some nice forms but there's a lot of verticality and aids in making it look much more massive.
- This is going to be a big building no matter what. From an aerial standpoint, the massing and how this is just one building does make a big difference when you're around that area, where sun can get through and cast shadows. I'd like to know more about how that courtyard feels, I'm not sure I understand the entire building yet. Debatable to have a pool with affordable units. It's a special spot in the City, the human scale of it is not yet successful. I appreciate the curves on the corners but question that they're all solid, it makes the building feel pretty heavy. It feels like an office building, not residential.
- I like the roof spaces, the design and quantity is awesome. I do have some concerns, in particular the canyon courtyard in the middle. Things will grow in there but it might be sparse and unpredictable; the functionality and benefit of that space in the middle, how it's used. I like a lot of the detailing and the brick, especially when it's done with permeability and penetrations. The thing I struggle with most are the historic façades. I really love the streetscapes as they are today with a mix of qualities, and I am concerned about the rebuilt treatment of some of those. While I applaud you using them, I think one question would be what is the depth of those on both sides? If it's surface level applied back on this really massing building it's going to feel wrong.
 - The existing façades and depth, the last thing you want is to look like you took the old façade and slapped it on a new function. We've incorporated new functions in behind the existing windows. Maintain the look while bringing back activity to those façades. The black metal is very dark, we're still in the process of getting that right color.
- The business of Johnson and the loading, parking coming off of Johnson definitely presents some challenges as opposed to Broom. What's happening along State Street is really successful with the shift

of the massing off the view corridor, the pedestrian scale experience there. I don't have an issue with the height of the building because it does step back off of State Street, there are already canyon-like spots in that area, but as noted the historic façades are two-fold, the depth within the windows and openings but also the return of the building (parapet or side walls) so it doesn't feel like an applied surface. That's what I'm most concerned with.

- The tower above the building to the west of it and the old garage on Johnson Street suffer from the same problem, it's demolition and reconstruction, it's not saving, the building is gone.
- I was very skeptical at the first informational about portraying this massing of a singular building as successful in multiple components, and the architect has taken this very far in this direction, particularly the curves. Most of the spaces do not read as residential, they read as commercial, perhaps because there are no balconies. I would not favor the projected balconies in this study, but recessed in some locations may be successful. I do like the brick and metal but am concerned about the darkness of the metal. I appreciate the façades you've chosen to "save," using brick is successful with that for continuity. The one tower sticks out right over that old base, that should recede some and it will bring light into the courtyard. The State Street direction is very successful.
- What else would make this building read as more residential?
- The glass looks really dark, you wouldn't expect that dark of glass there, you wouldn't want to live in a house where the glass is so dark.
- The patterns of the fenestration in general, verticality without glass in large expanses adds to that commercial look. Have you considered cutting through on the Johnson Street façade to come through? That's an opportunity above to divide the buildings and have a gap where you don't have a canyon.
- Does it need to look residential? I don't want the applicant to interpret that it needs extending balconies off the façades.
- It's important this feel residential because of the culture of State Street and the surroundings. That's worth trying to protect and maintain. The very tall narrow glazing reminds me of offices. I don't know that balconies are the answer but the pedestrian feel and the diversity on State Street is something to really treasure. I'm still struggling with why it has to be one building.
- Residential scale windows versus office size windows.
 - The glass is reading darker than it is. We'll look at the window sizes and make adjustments where we can. We'll see if using balconies can provide more relief.

ACTION:

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