

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 30, 2021

TITLE: 2202-2300 S. Park Street - New
Construction and Alteration to an Existing
Planned Multi-Use Site for a Four-Story
Mixed-Use Building Located in UDD No.
7. 14th Ald. Dist. (66040)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Kevin Firchow, Acting Secretary

ADOPTED:

POF:

DATED: June 30, 2021

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Craig Weisensel, Shane Bernau, Tom DeChant, Christian Harper, Rafeeq Asad* and Russell Knudson.

*Asad recused himself on this item.

SUMMARY:

At its meeting of June 30, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new mixed-use building located at 2202-2300 S. Park Street in UDD No. 7.

Registered and speaking in support were Dr. Ruben Anthony, Joseph Lee, Kirk Biodrowski, representing The Urban League of Greater Madison. Registered in support and available to answer questions were Kyle Ervin, Carrie Sanders and Edward Lee, representing The Urban League of Greater Madison. Registered in support but not wishing to speak were Kathleen Falk, and Sierra Johnson, representing The Urban League of Greater Madison. Registered neither in support nor opposition and wishing to speak was Brian Wolff.

The development will provide space for technical assistance and financial assistance to 20 businesses, as well as help the Villager on South Park and be a renaissance to South Madison. The building is located in the southeast corner of the Villager, is four-stories setback off the north parking lot, surrounded by buildings that are at least 2-3 stories. The black aesthetic is an important consideration to this development. Heritage, unity and strength, an attempt to celebrate heritage, bronze mullions and metal panel pays homage to some of the freemen in the 16th Century. They are pushing entries in with places for community break-out of the building while providing a connected use for the community. The design formulated around the atrium is meant to be an expression to provide that indoor/outdoor connection, anchor tenants on first and third floors, while the atrium provides physical and visual connections between floors. Level four is a celebration of the Hub with rooms for fitness, amenities and conference, co-working, event space, with all having direct access to an outdoor terrace with visual access to green roofs. This offers a vantage point not available on most buildings in this area. Vision into and out of the building is key to the project. The dramatic form, red fascia, weathered steel, patina bronze or copper all add to the verticality of the building. They are softening the edge at pedestrian level with landscaping and knee walls. The gray material is concrete panel in a smaller dimension and different textures. There is a future potential parking structure to the west.

The Commission discussed the following:

- Very compelling design and interesting project.
- Wow, tremendous job. I love everything about it. Looking at the programming and how you did the design, I'm amazed at how well that programming fits in. Don't change a thing, it looks great. I want to see it come back in more detail.
- It looks really fantastic. The red on this one is so successful and I love how it highlights entries and the visual cues, very different use of that strong color than other proposals we've seen, especially in conjunction with the other materials. Maybe look at the drop-off space on the southwest, the proximity to Hughes Place, whether or not you need a bit more distance to create a safe pull-off condition. Maybe take the drop-off and shift it north. Love the materials, the way it holds the edge along Park Street, the indoor/outdoor relationships are all really nice.
- Very exciting design, very engaging. Understand the City is going to do a parking garage on the site. Can you speak to the location of that and the sequencing?
 - The Hub will probably be going up before the parking garage. That's not part of our project at all, from what we understand we aren't required to provide a minimum parking on this site.
- The concern has to do with the Goodman South Madison Library, and of course all the other functions in the Villager, but it will be impacted.
- The UDD No. 7 setback above 3rd floor, how is that being handled?
 - It is a guideline, we viewed the design of this building based on the constraints of our program and good aesthetic design. This is what we believe is a good solution that takes into account the needs of programming as well as responsible and good design for the site.
- Personally it could help you out by saying there's a partial setback and knowing that probably the parking area between the Urban League and this building would remain open space, there is some relief in the building façade and it reads like a three-story building from the street. Do like that you have an adequate setback on Park Street.
 - It was very important for us to make sure that the volume felt all the way through so the atrium reads from the inside and outside. There is some reading of a setback with the canopy even if it isn't a setback. There are multiple examples down Park Street that are five-stories that don't have setbacks at the third story either.
- There's really no backside to this building, it's well designed all the way around. That's hard to do, especially on a site like this.
- I really like this project. Question about the structural elements on the outside of the glass, is it the intent that the brown structural elements are supposed to appear continuous and line-up on either side of the red canopy?
 - They are intended to be continuous, the form is meant to read through to the third floor, the canopy embracing the atrium and entry.
- Echo the positive comments, this is really a handsome building and I'm really encouraged that this is another addition to what I feel has been some nice additions to Park Street. The more we add these well-designed striking buildings to this street, it's a nod to the importance of this neighborhood and this corridor, we should be putting really beautiful well-designed buildings, have this on one end and the Peloton on the other, the smaller projects in-between, it's starting to turn into a nice stretch of well-designed attractive new architecture in Madison, glad this is part of it.

ACTION:

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