

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 22, 2011

TITLE: 3502 Monroe Street – PUD(GDP-SIP) for a Mixed-Use Development with 18 Apartments and 3,400 Square Feet of Commercial Space. 10<sup>th</sup> Ald. Dist. (22566)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 22, 2011

ID NUMBER:

Members present were: Marsha Rummel, Richard Wagner, John Harrington, Richard Slayton, Mark Smith, Melissa Huggins, Jay Handy, Todd Barnett, Dawn O’Kroley and Henry Lufler.

**SUMMARY:**

At its meeting of June 22, 2011, the Urban Design Commission GRANTED INITIAL APPROVAL of a PUD(GDP-SIP) located at 3502 Monroe Street. Appearing on behalf of the project were Randy Bruce, representing Rouse Management; Jeff Annen and Mark Landgraf. Bruce presented revised plans which include vehicular access from Wyota and surface parking that extends under the building. The commercial space on the first floor will be approximately 3,500 square feet. The roof plan includes a terrace. The fenestration was of concern to the Commission at their informational presentation; Bruce now is using different materials and fenestrations to create individual storefronts rather than one building. The Monroe Street elevation will be a two-story masonry coursing with hardipanel up above. French balconies at the second level adds scale. The same treatment wraps around onto Glenway Street with frontage available for commercial and the entrance for residential above. The rear elevation shows how the brick base will step down and create a one-story element across the bottom of the building. Internal discussions have led them to look at the possibility of wrapping the corner element around the first three stories rather than just the first story with brick masonry, thus giving the corner more prominence. Barnett liked the idea of extending the masonry coursing upwards to make the building a better anchor. He suggested looking at the side elevations where the change occurs; he finds it a little arbitrary. He inquired about the window limitations on the southwest elevation. Bruce replied that they do have some limitations, Barnett suggested looking at a treatment that ties the whole building together. He also asked for drawings that show the next building and the street edge to help clarify the issue of obscurity. Harrington is not sold on the upper part because of the vertical and horizontal hard elements and all the different movement of masses. He also expressed concern with the tower because it seems to have a different massing. He inquired about their stormwater plans; Bruce responded that the entire site is already paved, and that because of the size of the site City Engineering is not imposing any conditions. They do have plans for a green roof and are trying to create some areas for infiltration. The stormwater that will land on the exterior paved surface will be cleaned. While they may not be reducing stormwater very much the water that does leave the site will now be clean. Slayton suggested raising the trellis up at the corner. Rummel thought the plans seemed much more simple and less cluttered now. What concerns her is the corner, she is unsure about what it wants to be. Bruce replied they have received concerns from Planning staff on this same issue so they will be doing further planning to solve

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the problem. Huggins wondered about the configurations of the apartments and whether there are windows in all the spaces, Bruce replied yes. Smith asked how large the balconies would be on the second floor, as French balconies they are not much more than railings. Non-street façade balconies will be 5-feet in depth. Smith finds this very successful. More troubling to Smith than the patterning on the third floor are the proportion of the opaque material above all the window openings, which seems much taller than on the second floor. That leads to the confusion about the break between the 2<sup>nd</sup> and 3<sup>rd</sup> floors. The top of the third floor with a different material might solve the problem. He does like the conceptual idea of tying the Iota elevations in the back of the building and trying to pull some of that around the building so it doesn't look like an old western storefront and a completely different construction in the back. Bruce thought they could look at reducing some of the parapet height in other locations, other architectural treatments at that level that might help cut the eye, and maybe raising the brick up solves the problem entirely. Smith thinks it is important that there are operable windows or pocket doors on the Monroe Street façade.

Jeff Annen spoke as a long-time neighborhood resident. He is in favor of what they see in the conceptual plans, and like the idea of possibly bringing a restaurant to their area of the neighborhood. He is sorry to see Parman's go but understands it's time to update the site.

**ACTION:**

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for the following:

- Look at extending the brick on the main façade.
- Alternative treatments of the wood fiber cement elements.
- Different fenestration treatments for a potential restaurant location to make it more transparent to the street.
- Look at scaling down the parapet.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6, 6, 7, 8 and 8.

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URBAN DESIGN COMMISSION PROJECT RATING FOR: 3502 Monroe Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	6
	-	7	6	6	-	8	8	7
	5	6	-	-	-	5	7	6
	6	5	6	-	-	-	7	6
	6	6	6	-	-	-	7	6
	7	7	6	6	-	7	8	8

General Comments:

- Infill that fits size of lot – still needs some thought, but like direction.
- Much improved.
- “Dutch door” type windows on first floor?
- Much better!

### Block 39

(M) There are currently some neighborhood favorites such as Mallatt Pharmacy. The intent is to maintain those establishments, but over time as situations change, this is an excellent location for commercial/residential mixed-use development. In the meantime the image of the area could be improved if landscape enhancements, such as an ornamental fence and shrubs, could be installed along the sidewalk edge of parking lots or asphalt surfaces in this area, in locations where they do not interfere with curb cuts providing access to properties. These private sector improvements could go a long way to improve the character of the area.

Block 39 has been identified as possessing potential medium-term redevelopment opportunities, and future development should adhere to the general development standards in Section J as well as the following site-specific development guidelines:

- **Build-To Line:** The building(s) should be built up to the sidewalk.
- **Building Heights:** 2-4 stories maximum (note that due to the scale of development in this area, the neighborhood feels that the lower end of this range is generally more appropriate).
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street. The facade along Monroe Street should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along Glenway Street. Since the back of the buildings directly abut residential properties, the back facade of the building should be a high quality material such as brick rather than concrete block and have window openings or other fenestration details. A landscape buffer should also be provided along this edge. Any building edge that occurs along Lewis Court must be designed to be in scale and fit with the adjoining homes. It is expected that residential uses would be put along this edge.
- **Special Features:** This is a prominent site which could merit a special feature such as a projecting bay, recessed entrance, or tower elements at the corner of Glenway and Monroe Streets. Coupled with a special feature suggested for the site across the street, these two elements could frame a gateway experience for those traveling south on Glenway Street when they arrive at Monroe Street. Another important area where a special feature may be considered is at the southern corner of the site: This location could become a gateway point for those traveling east and north along Odana and Nakoma Roads.
- **Entrances:** Principal entrances should be off Monroe Street. Additional entrances could also occur off Glenway Street.
- **Service and Parking:** Since there is no alley in this block to act as a buffer between the residences and the redevelopment site, provision of parking and service access must be dealt with carefully. Parking and service should be to the rear (north) edge of the site. Traffic should be discouraged from using Lewis Court to access the site. All service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

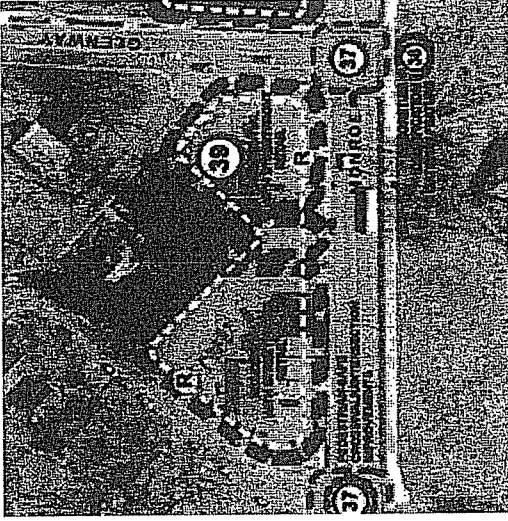


Figure K-19: Block 39

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**CITY OF MADISON  
INTER-DEPARTMENTAL  
CORRESPONDENCE**

To: Plan Commission

From: Amy Scanlon, Preservation Planner

re: Landmarks Commission Recommendation of Demolition at 3502 Monroe Street

Date: March 15, 2011

The Landmarks Commission reviews all demolition requests and may choose to forward recommendations to the Plan Commission when a building of historic interest is proposed for demolition, but does not otherwise require approval of the Landmarks Commission.

**Legistar #20957:** Buildings proposed for demolition - 2011

A motion was made by Gehrig, seconded by Levitan, to oppose the demolition of the building at 3502 Monroe Street because

- 1) the property is the prototypical example of the box-type service station that was developed in the 1930s and dominated gas station design until the 1960s;
- 2) the property reflects the broad cultural and social history of the nation, state, and community, and the building embodies the distinguishing characteristics of an architectural style which is inherently valuable for the study of a period in history;
- 3) and the building's prominent location on Monroe Street and adjacent to a residential neighborhood makes it a good candidate for commercial rehabilitation or adaptive re-use.

The motion passed by a voice vote/other.



11 March, 2011

Amy Scanlon - Department of Planning and Community and Economic Development  
Bill Fruhling- Department of Planning and Community and Economic Development  
Dan Stephans – Chair, Madison Landmarks Commission

In advance of the Landmarks Commission's March 14 meeting, please see comments below on agenda items from the *Madison Trust for Historic Preservation* and *National Trust for Historic Preservation*.

**Item 1 - Development Process Initiative Report**

Generally, the recommendations relevant to the Landmarks Commission in the current version of the Development Process Initiative Report (as amended on February 16, 2011) are an improvement over those in the previous version.

Following are comments on specific recommendations of the current draft:

F.2 (p.29) "Redefine supermajority requirement..."

The supermajority requirement should be retained in its current form in order to retain strong protection for our historic places. The redefinition recommended by the Report would do nothing to improve the efficiency of the development approval process. It would merely lower the bar for getting around the review of the Landmarks Commission.

G.7.d (p.31) "*Amend the Landmarks Ordinance to make it easier to interpret while not diminishing its effectiveness.*"

We wholly support this recommendation, but recognize that "its effectiveness" is open to interpretation. We support the ordinance revisions that the Preservation Planner and Landmarks Commissioners themselves have been discussing in recent months and will present to the Council as their preferred revisions. These proposed revisions have been crafted to maintain the effectiveness of the ordinance with respect to the underlying intent of the ordinance to protect the character of important historic places in Madison, and encourage their continued use.

**Item 2 – Landmarks Ordinance Revisions**

No additional comments.

**Item 3 – Landmarks Commission Procedures**

No additional comment

## Stouder, Heather

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**From:** McKenzie, Keyena [KMckenzie@ghcsw.com]  
**Sent:** Wednesday, July 20, 2011 3:40 PM  
**To:** Stouder, Heather  
**Subject:** COMMERCIAL SPACE/3502 Monroe

[Please forward to other Plan Commission members]

I understand there may be a couple of Madison finest *restaurants interested in commercial space at Parman Place* (Sardine and Marigold Kitchen)

Both would be welcome additions to the neighborhood

Restaurant buildout in space not initially designed for it is costly and doesn't entice restaurantuers easily into considering space

Since a cafe or restaurant was used by the developer to build neighborhood buy-in...consider asking them to include build-out in initial plans

Keyena McKenzie  
Briar Hill neighbor

**Stouder, Heather**

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**From:** McKenzie, Keyena [KMckenzie@ghcscw.com]  
**Sent:** Wednesday, July 20, 2011 3:03 PM  
**To:** Stouder, Heather  
**Subject:** APT DENSITY 3502 monroe/public comment

[Please forward to other Plan Commission members]

3 stories okay

TOO MANY APARTMENTS - each resident likely to own a car - with 2-3 cars possible for each unit if each can have a maximum of 3 residents as stated on site plan

Comparing investors/apt managers property on Old Univ Ave (with residents who don't have cars because majority are all walking to university sites where parking is tight and expensive) to this location doesn't equate. At 3502 Monroe...majority of residents will have 1-2 cars/unit.

Larger apartments, perhaps loft-style, will draw a more mature tenant with greater likelihood of longer term tenancy.

Fewer apts but larger square feet per unit with higher rent could still generate desirable/necessary income while putting less automobile pressure on neighborhood.

Keyena McKenzie  
Briar Hill resident



## Stouder, Heather

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**From:** McKenzie, Keyena [KMckenzie@ghcscw.com]  
**Sent:** Wednesday, July 20, 2011 3:02 PM  
**To:** Stouder, Heather  
**Subject:** ROAD WIDTH 3502 monroe/public comment

[please forward to Plan Commission members]

ROAD WIDTH NARROW and WINTER PLOWING INADEQUATE on Wyota, Cross, Gregory, etc.

Winter road widths are easily 3-4 FEET narrower on BOTH SIDES of the road in winter - making road width 6-8 FEET narrower from December into March.

The response given by Alder Solomon and others associated with the development is to ask the city to plow full width. This is NOT the answer - they will not do it - I've called each winter for 2-3 of past 8 winters and get snarly responses, often from the division head, that they're doing the best they can. Any neighbor surveyed in Briar Hill will tell you the same.

During SUMMER, one car can pass if cars are parked on both sides of the road

During WINTER, cars cannot pass PERIOD (nor EMERGENCY VEHICLES, delivery vehicles, etc) if two cars happen to be parking on opposing sides of the road. This type of parking WILL occur, likely for 2-3 block area, as residents who have 2-3 cars per unit (by law, 3 unrelated people are allowed in rental units as stated in site plan), more likely 2 cars since that is the car culture we have currently with each driver having their own cars.

Asking the city to be more conscientious about plowing better in that neighborhood is NOT the answer. They will not do it...consistently

Keyena McKenzie  
Briar Hill resident

## Stouder, Heather

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**From:** McKenzie, Keyena [KMckenzie@ghcscw.com]  
**Sent:** Wednesday, July 20, 2011 3:01 PM  
**To:** Stouder, Heather  
**Subject:** TRAFFIC FLOW 3502 monroe/public comment

{Please forward to other Plan Commission members}

*~ Consider always neighborhood/development interface with this and similar projects....*

High density small rental units tend to attract younger renters who tend to be less connected with/committed to communities existing within neighborhoods and tend to be faster drivers who pay less attention to distractions.

A major concern with this development:

### **TRAFFIC FLOW THROUGH THE BRIAR HILL NEIGHBORHOOD**

My understanding from an earlier traffic division/plan council request was to encourage traffic flow TOWARD Glenway

Yet...

Current proposed angle of driveway encourages LEFT turn out of parking lot flowing INTO the neighborhood to get to Monroe/Nakoma (via Lewis Ct) and Odana via Wyota/Cross/Gregory.

- Roads are narrow
- No sidewalks
- Many young families in neighborhood who walk on the road to get to the park, pharmacy, vet, neighbors, bus, etc.
- Young children ride in wagons, scooters, and learn to ride bikes on the road
- Higher traffic flow THROUGH the neighborhood to get to Odana will be a danger to pedestrians
- Neighbors committed to community in their neighborhood are aware of the need to drive slow in Briar Hill
- Those not committed to or from the neighborhood, tend to rip thru it at higher speeds

Keyena McKenzie  
Briar Hill Resident