Madison Landmarks Commission **STAFF REPORT**

Regarding:	**701 & 737 Lorillard Court and 159-171 Proudfit Street – PUD (GDP-SIP) Apartment Building with 115 Apartments. 4th Ald. Dist. (Legistar #24693)**
Date:	December 19, 2011
Prepared By:	Amy Scanlon, Preservation Planner

General Information:

The development site is located adjacent to the American Tobacco Company Warehouses, a designated local landmark site. With Staff's approval, the Applicant provided an informational presentation to the Urban Design Commission on December 7, 2011 before making a presentation to the Landmarks Commission in an effort to maintain a specified project approval schedule.

Applicable Landmarks Ordinance sections:

The Landmarks Ordinance does not address development adjacent to Landmarks. The Zoning Code section states:

28.04(3) Scope of Regulations

(n) Any development on a zoning lot adjoining a landmark or landmark site for which Plan Commission or Urban Design Commission review is required shall be reviewed by the Landmark Commission to determine whether the proposed development is so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. Landmark Commission review shall be advisory to the Plan Commission and the Urban Design Commission.
(Cr. By Ord. 11,648, 8-20 & 8-26-96)

Staff Recommendations and Comments:

Staff feels that the proposal does not have an adverse affect on the historic character and integrity of the adjacent landmark. Staff recommends that the Landmarks Commission recommend that the Plan Commission and Urban Design Commission pursue a design with the following:

- Exterior building materials that do not directly match the materials of the adjacent landmark buildings.
- Maintain massing and heights that relate, as currently proposed, to the heights of the adjacent landmark buildings.

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION		**PRESENTED:** December 19, 2011
TITLE:	701 and 737 Lorillard Court and 159-1717 Proudfit Street – PUD (GDP-SIP) Apartment Building with 115 Apartments. 4th Ald. Dist. (24693)	**REFERRED:** **REREFERRED:** **REPORTED BACK:**
AUTHOR: Amy Scanlon, Secretary		**ADOPTED:** **POF:**
DATED: December 19, 2011		**ID NUMBER:**

Members present were: Stu Levitan, Chair; Erica Gehrig, Vice Chair; Christina Slattery, David McLean, Marsha Rummel, and Michael Rosenblum. Robin Taylor and David McLean were excused. Marsha Rummel left before the discussion of Item #3.

SUMMARY:

Chris Schramm, 10 E. Doty Street, representing Urban Land Interests, registering in support and wishing to speak and available to answer questions. The proposed project is adjacent to Tobacco Warehouse, a local landmark. Project is not going to be an office complex as previously discussed due to economy but will be a residential project. The project is a high quality, market rate apartment development. Urban Land Interests feels the demand is high in downtown Madison for sustainable, pet-friendly, bike friendly, tech-friendly, small apartment units with shared common amenities areas. Focus on quality, architecture and materials. Urban Design Commission has given a positive feedback on the approach and the project team is working with a neighborhood steering committees (Bassett and Monona Bay Neighborhood).

David Jenneryahn, 500 N. Dearborn #900, Chicago, IL 60654, representing Urban Land Interests, as the Architect for the project, registering in support and wishing to speak and available to answer questions. He explained the challenge to respecting scale and achieving the density on site. This design layers the scale of the buildings with 2-story bay elements with 3-story and 4-story stepped massing. Neighborhood has asked if the back part near the tracks could be taller. Height on 4 story feel would be 46 feet. Scale of fenestration to play off of tobacco warehouse fenestration. The materials are masonry for majority of buildings planes.

ACTION:

A motion was made by Gehrig, seconded by Slattery, that the Landmarks Commission inform the Urban Design Commission and Plan Commission that the proposed development is not too large or intrusive to adversely affect the historic character and integrity of the adjoining landmark property and that the recommendations of staff should be incorporated. The motion was passed on a voice vote/other.

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** March 21, 2012
TITLE: 701 & 737 Lorillard Court and 159-171 Proudfit Street – PUD(GDP-SIP) Apartment Building with 116 Apartments. 4th Ald. Dist. (24693)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	**ADOPTED:** **POF:**
DATED: March 21, 2012	**ID NUMBER:**

Members present were: Richard Wagner, Melissa Huggins, Henry Lufler, Todd Barnett, Marsha Rummel, Richard Slayton and Dawn O'Kroley.

SUMMARY:

At its meeting of March 21, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 701 and 737 Lorillard Court and 159-171 Proudfit Street. Appearing on behalf of the project were Ken Saiki, representing Ken Saiki Design; and Chris Schramm and David Jennerjahn, both representing Urban Land Interests; with Peter Ostlind, representing the Bassett District of Capitol Neighborhoods speaking on the item. Since their previous visit to the Commission they have been working with the Bassett Neighborhood and the Monona Bay Neighborhood through a process of steering committee meetings and presentations. They have returned with a more fully developed building and site design. They hope to begin construction in June with an end construction date of June 2013. They want to create a stand-out building that responds to a pretty unique context on all four sides of the site: residential to the left, railroad tracks, office buildings to the east, the Tobacco Warehouses and City parkland to the south. The site design connects the existing courtyard between the lofts with the park and the lake beyond it, while at the same time doing their best to minimize any paving on the site and maximize usable space for the residents. The linear building matches the shape and scale of the Tobacco Loft buildings. The shaping of the building was partly because of the site itself, but also because they wanted to bend the building away from Proudfit Street to continue the greenspace from Proudfit to the north. The brick is in a natural tan color that is compatible with the area without totally mimicking that material. The metal elements are clad in an aluminum shingle element; this same material was used on the Walgreen's on Block 89. The building will offer amenities such as 120 bike parking stalls, a bicycle work room and table, a dog washing station and a dog run. Saiki talked about the landscape plan which includes a seeded prairie restoration with flood restoration closer to the building. The stormwater management effort is such that every drop of water has a chance to infiltrate through permeable pavers, some of which is pumped back up to a planned series of bioinfiltration rain garden areas that run along the base of the building.

Peter Ostlind spoke, mentioning broad neighborhood support for the project. Because this project has been so well designed the neighborhood is more accepting of the style. The developer also addressed their concerns, which included noise and bicycle parking. The transition from public to private isn't very well defined because

they will be using the same plantings and he would like to see more of a definition between the public and private spaces adjacent to the North Shore Drive regarding adjacent City Park's owned land. He also mentioned the possibility of grills to cover the mechanical units. Barnett thought the definition between spaces was fine as a prairie restoration area. Saiki remarked that there is a grade transition where there is now a chain link fence and box elder trees, which will be removed. They are cleaning that area up and will be doing some regarding, making a commitment to restoring the prairie for an identifiable transition between the park and private spaces. Slayton felt the sidewalk was enough of a delineation. Saiki stated there is some encroachment and they are asking for permission to do that. Barnett asked about the roofline and the wall stack; he felt the plane could twist because the windows are pointed at the side walls.

ACTION:

On a motion by Lufler, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL.** The motion was passed on a vote of (5-0).

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 7, 8, 8.5 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 701 & 737 Lorillard Court/159-171 Proudfit Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	8
	6	8	6	-	-	-	7	7
	8	8	-	-	-	-	8	9
	-	-	-	-	-	-	-	8.5

General Comments:

- Site plan, design, amenities all sing!
- Great project.