

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 31, 2021

TITLE: 6321 Town Center Drive - Amendment to
a Previously Approved Planned
Development (GDP-SIP). 3rd Ald. Dist.
(64506) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: March 31, 2021 **ID NUMBER:**

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

SUMMARY:

At its meeting of March 31, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on an amendment to a previously approved Planned Development located at 6321 Town Center Drive. Registered and speaking in support was Kevin Burow, representing Knothe & Bruce Architects, LLC. Registered in support and available to answer questions was Michael Ellefson.

The originally approved Planned Development dates to 2004-2005. The area contains a newer fire station and Steamfitters building, as well as three story residential buildings. Stormwater management in the southwest corner meets the new ordinance while maintaining the original design. Three story apartment buildings are proposed with underground vehicle and bicycle parking. A community room and exercise room are contained in Building 1. The color palette is a combination of masonry in earth tones, pitched roof element similar to the condominium buildings in a smaller scale, brick on gable elements, some accent bands and cast stone. Perspective views were shared showing direct entry to the first floor units. They are creating an outdoor amenity space by the stormwater management pond.

The Commission discussed the following:

- The original approval was 2 and 3 stories?
 - Yes, Building 2 was originally proposed as 2 stories, we met with City staff, the slight increase in density of 8 units is acceptable.
- Was there any consideration to flip the parking for Building 2 to the Town Center Drive side so it's not an island surrounded by driveways?
 - We did not look at that because of having a building presence on the street.
- I think it would be nice for the residents.
- Your attention to detail on the renderings overall really makes our job easier. It's a very successful design.

- I agree, I particularly love the arc over the private entrances. Do they ever confuse those with public entrances?
 - Because of the railing type and narrowness, they've been successful for us to date.
- Look at the bottom part of those stairs and rotating them to make them a little more private.
- Intrigued by the comment about the driveway and entry. It's urban edge vs. having amenities closer to the people. Definitely worth looking at. I question the center drive, the demand and traffic flow through it and whether paving and vehicular circulation could be improved. It's greenspace that no one will use and doesn't add much value. Something to look at.
 - The main point is to help slow down traffic so each building has visitor parking and provide separation so people aren't racing through. There will be a street to the south as a future public street, we don't want this to become a cut-through. It is more for slowing down and softening that area.
- I'm thinking the gable elements on the third floor are more successful without the brick. Seeing brick on a gable end always troubles me for some reason. By simplifying and making all those third floor gable elements siding or cement board that might calm it down and give it more unity and series repetition.
- I was debating that as well too. Too much brick can be overwhelming.
- Something about this could be better, maybe that's the answer. The proportions with the brick vs. the ones without, something's a little off in my opinion. I also don't know about the main entry, I think it needs something more. Something should be readily identifiable.
- Maybe the main entrance is the only place that the brick went up as a way to differentiate a main building entrance from a porch.
- You don't need that band of precast cap to differentiate materials. You can just stop the sill at the width of the window, that might be what's throwing it off.
- Studying those third floor brick gable ends, and the comment to differentiate the main entry through the architecture, more so than just the stairs and accentuate that as a public entrance.
- A full archway there with columns, especially from curb side, you want to have that visual presence of a main entry.
- Another opportunity would be lighting at that main entrance, perhaps two fixtures on either side, any little queue helps.

ACTION:

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