

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 17, 2014
TITLE: 9603 Paragon Street – Concept Review for Revised Plans for a Residential Building Complex for 145 Apartment Units. 9 th Ald. Dist. (36573)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 17, 2014	ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Tom DeChant, John Harrington and Cliff Goodhart.

SUMMARY:

At its meeting of December 17, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a concept review for revised plans for a residential building complex for 145 apartment units located at 9603 Paragon Street. Appearing on behalf of the project were Ryan McMurtrie and John Cronin, representing United Financial Group. Registered in support and available to answer questions were Bob Zoelle, Jon McMurtrie and Judy Husar, all representing United Financial Group; and Josh Pudelko, representing Trio Engineering. McMurtrie gave an overview of the project and site plan in the Elderberry Neighborhood. The southeast portion is what they are currently concentrating on. This would be a 55 and over age-restricted housing. The revised site plan now shows three L-shaped buildings: a 35-unit building, two 39-unit buildings and one 32-unit buildings. Three of those buildings are L-shaped which allowed them to shorten the facades to create very strong architectural corner elements to address the street intersections. The community center is located in the center for access from all the buildings. They also provide terminal views of the sunsets. Many of the existing trees will be used as amenities to walking trails surrounding the properties. Rain gardens, a play area and community garden areas are also proposed. Bicycle parking is located at each entrance. The façades are entirely comprised of brick, stone, precast stone concrete and long board aluminum siding, which is LEED certified and conveys the look and feel of stained wood. To contrast the entrances they now have roofs across the buildings to create a porch feel with a lighter feel above the entrances; the entrances are very defined and the streetside entrance is aligned with the courtyard entrance for connectivity. The buildings are differentiated but still form a cohesive group with different brick colors proposed. They have chosen to use Paragon Street as the primary entrance to the buildings.

Comments and questions from the Commission were as follows:

- I think you made the right choice in using Paragon Street as the primary entrance.
- You have an awful lot of parking, what’s your count?

- We're approximating that the underground will be about 1:1, and then the surface is about .87. We would be more than willing to increase some of the greenspace and reduce some of the pervious surface area. We could look at this and reserve some of the surface parking as future parking and make the site plan ready to take that in if it's needed. We would prefer more greenspace.
- Bank and phase-in surface parking (two wings at north and south entries and west next to the pond).
- Is there any way you this parking with that entrance? Adjust it somehow. It seems like that is a lot of extra pavement just to get from here to here.
 - There's some difficult grading issues there.
- Combine surface parking east of Building #2 with underground parking drive aisle.
- The radii seems really big. It seems like it's designed to allow people to move more quickly around those corners and I wonder if they could be tightened up.
- You still have a lot going on with the roofs. I know there's a variety and you're trying to express them as different elements that are attached to each other, but when I see the different angles and roof types, I think that it's extra busy. Maybe 3-dimensional drawings will convince us that it's not as pronounced as it appears in the elevation.
 - I know you prefer flat roofs, but because we are the owners/operators we are very concerned about the long-term maintenance of that. That's the functional concern. We feel this is eventually going to be a multi-family site that is eventually going to be surrounded by single-family homes, so we actually do feel that this type of roofline is going to be more of a cohesive element to become more a part of the neighborhood with this style. I completely understand your comment of trying to remove some of the business and undulation of that roofline, that's something we can definitely look at.
- The corners that use the much more contemporary vernacular, are those residential units or common space?
 - Those are all residential units.
- I would maybe defer to our architects whether that mash up works between a very contemporary expression and much more traditional. Personally I like the contemporary better.
 - I would consider this more of a traditional architecture here, where as this was meant to mirror some of the turrets and things that are part of the Blackhawk Church.
- It seems odd to have one corner that way and the rest more contemporary.
- These buildings feel like individual buildings so I think it's really important to landscape out here, when you come back show that it merits having such space between the building. But I think playing around with the parking will help with that.
- You've got five a la carte meals here and I ask the chef for a nice 3 course meal.
 - Would you more prefer to have the center section in the same brick as the other sides?
- I think my concern is more of the roofline. There's some restraint in the windows, but after you get above the gutters, it seems too busy. I think a little bit more restraint and seeing their composition.
- Lots going on with roof types; simplify.

ACTION:

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

URBAN DESIGN COMMISSION PROJECT RATING FOR: 9603 Paragon Street

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

General Comments:

- Pretty “busy,” design’s roof plan L-shape and site plan much improved.