

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 3, 2013

TITLE: 25 West Main Street – Exterior
Remodeling in the C4 District,
AnchorBank, Detailed Landscape Plan and
Doty Street Elevation. 4th Ald. Dist.
(28185)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary; Jay Wendt,
Urban Design Planner

ADOPTED:

POF:

DATED: April 3, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Henry Lufler, Cliff Goodhart, Marsha Rummel, Dawn O’Kroley, John Harrington, Richard Slayton and Melissa Huggins.

SUMMARY:

At its meeting of April 3, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a detailed landscape plan and Doty Street elevations located at 25 West Main Street. Appearing on behalf of the project was Brad Binkowski. Binkowski presented the rooftop terrace landscape plan and the details for activating Doty Street. The concept includes five trees on the terrace in planters that are staggered, picking up the activation of the southern façade. The diagonal curve above the pavers gives an opportunity to create potential herb and/or other edible gardens to be used by the restaurant. They have expanded the glass façade down Doty Street to present an unbroken façade. The glass is going to let light directly into the parking ramp. The parking area will serve the community for special events, etc. and the glass will provide a magnet to draw in the public. Harrington stated that the Thornless Hawthornes and Cullery Pear should not be used as they won’t achieve an appropriate height; the Honey Locusts are OK. He also cautioned that other noted species need full sun therefore should be replaced with alternatives. Slayton suggested replicating the arch in the wall of the plaza; it would add a certain energy there that would relate to the building.

ACTION:

On a motion by Huggins, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL** with address of the landscape comments. The motion was passed on a vote of (7-0).

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 5, 7, 7 and 8.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 25 West Main Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	-	5	-	-	-	-	5
	6	8	5	-	-	-	8	7
	-	-	6	-	-	-	-	7
	7	8	6	8	-	7	9	8.5

General Comments:

- Additional glass at parking entry is a big improvement.