

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 24, 2015

TITLE: 510 University Avenue – New 12+ Story Mixed-Use Project, “The Hub at Madison II” with 348 Apartment Units, Approximately 8,740 Square Feet of Retail and 2,992 Square feet of Flex Space. 4th Ald. Dist. (36901)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 24, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Melissa Huggins, Tom DeChant, Richard Slayton, Cliff Goodhart and Sheri Carter.

SUMMARY:

At its meeting of June 24, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new 12+ story mixed-use project located at 510 University Avenue known as “The Hub at Madison II.” Appearing on behalf of the project were Brian Munson, representing Core Campus, LLC; Brad Mullins; and Jeff Zelisko, representing Antunovich & Associates.

In address of the Commission’s previous comments, the end walls will utilize clear glass, spandrel and metal panels, and be used in the same way on each of the sides. A cantilever element is proposed on the ground floor where the building is pushed back 7-feet, to provide some cover for the nearby bus stop. They are in talks with Madison Metro for possible benches outside their building. Exhaust/dryer vents are painted to match the trim of the building so they don’t stand out and can actually act as a design detail. Planning asked them to look at the height of where the step is located; they looked at some higher options but prefer it as it is. Planning’s concern was the 2-8-2 proportion relating to the existing Smart Motors façade. Along the façade above Smart Motors there is a lot of detail that reinforces what happens on that façade. In addition, at the top of the building they have added railings along some areas, and where elements previously just ran upwards, they have broken them to create a “top” element. The mechanical penthouse has been refined and is now much smaller and narrower. Previously it was within a few feet of the edge of the building. The window patterning on Gilman Street is the same. Signage and lighting plans will return to the Commission.

Jay Wendt, Principal Planner noted that window mullions were questioned; those elements will be anodized black finish, and will be consistent throughout the entire building. Munson and Zelisko presented three different options for the Gilman Street façade as follows:

- Option A – brick spandrels.
- Option B – 1 additional floor added to 15-foot setback.
- Option C – 2 additional floors added to 15-foot setback.

A discussion on the various options followed with Commissioners stating their preferences.

ACTION:

On a motion by Huggins, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-1) with Huggins, Slayton, Carter and Goodhart voting yes; and DeChant voting no. The motion provided for keeping the building as was originally designed with initial approval as contained with Option A.

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 rating for this project is 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 510 University Avenue

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

General Comments:

- Much more successful than Hub I. This project has evolved nicely.