

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 7, 2010
TITLE: 1501-1507 Wright Street/3502-3534 Straubel Street – PRD. 17 th Ald. Dist. (16321)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 7, 2010	ID NUMBER:

Members present were: Bruce Woods, Richard Slayton, Dawn O’Kroley, Todd Barnett, John Harrington, Jay Ferm, Marsha Rummel, Richard Wagner, Mark Smith and Ron Luskin.

SUMMARY:

At its meeting of April 7, 2010, the Urban Design Commission **GRANTED INITIAL APPROVAL** of additions and façade modifications to residential buildings within a Planned Residential Development (PRD) located at 1501-1507 Wright Street and 3502-3534 Straubel Street. Appearing on behalf of the project were Jim Gersich and Mark Olinger, representing the CDA. Olinger and Gersich presented a detailed review of the plans as modified, highlighting the following:

- The enlargement of the rear addition to accommodate a centrally located stair entry.
- The relocation of kitchens in combination with an addition of windows, the provision of individual patios and entries, as well as a centrally located entry at the rear.
- The basement provides for indoor bike parking.
- A curvilinear path system has been incorporated, along with elimination of existing redundant wall plates.
- In the long-term, according to Olinger for the Truax Park Apartments master planning provides for reexamination of parking along Straubel Street, as well as a redo of the corner surface parking lot.
- Relative to architecture extended ridgelines across the rear to the front of the building with lower canopies extended at entries, all patios will be covered and feature the use of a vinyl coated metal railing.
- New casement windows will be provided for windows that require replacement with the existing to remain.

Following the presentation the Commission noted the following:

- Like what’s been done on elevations; vertical elements really need to go to the ground.
- Provide windows at landing and stairwells for natural light and views.
- The areas around ground level patio areas needs to be grounded with landscaping such as trees at each location, shrubs and ground cover to provide privacy.
- Consider bringing foundation plantings out.

- Define intersection of pathway with landscaping to keep people from cutting across.
- Suggest subtle differential treatment of each building such as color changes, canopy treatment, color changes vertically at entries, and changes in plane.
- Look at pairs of buildings with different color schemes. Color pick up on vertical elements on one building and horizontal on the other.
- Add windows at landings.
- Punch up vertical fins on rear.
- Provide visitor bike parking at each of the six buildings.
- Look at adding a ramp on side of each stair to basement to facilitate the movement of bikes.
- Proposed painting scheme pattern detracts from verticality of the vertical elements of each of the buildings.
- Consider getting a TDM to eliminate car, pedestrian and parking issues.
- Bring brown in middle of building up one panel to enhance verticality of building; brick fins should run down with canopy sitting in between.
- Consider use of cellulose not fiberglass, more dense.
- Color palette dated, needs more variety.
- Vary end buildings somehow.
- Need to tweak landscaping around buildings to vary, create identification between pairs of buildings.
- Future alley of trees could be denser in future phases.
- Challenge to add trees around extension of Lot 10 parking lot to provide more quality.
- Replace Ln; Moneywort and Kj; Kerria Japonica not hardy and challenge the use of Buckthorn Spirea, Potentilla and Ribes for plantings of more quality.
- On grading, if excess fill create more form where walkways are proposed.
- Get natural light into corridors.
- Change colors of buildings along with landscape plantings.
- Maintain minimized parking in the future with future phases of redevelopment with underground parking underneath buildings.

ACTION:

On a motion by Barnett, seconded by Smith, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion required address of the above stated concerns with further consideration of the project and the following:

- Further study on pairing buildings relative to differential color combinations and landscaping including diversity of plant species.
- Provide more detailing on bike parking interior and exterior.
- Modifications to rear elevations relevant to windows in stairs at landings and treatment of public versus private space.
- Material samples and color palette.

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, 6, 6, 6, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1501-1507 Wright Street/3502-3534 Straubel Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	6	6 (individual bldg.) 4 (in total)	-	-	6	6	6
	6	6	5	-	-	5	6	6
	7	7	7	7	-	7	7	7
	-	-	-	-	-	-	-	5
	6	6	6	-	-	6	6	6
	5	5.5	6	-	-	5.5	6	6
	6	6	6	-	-	6	7	6

General Comments:

- Avoid cookie cutter landscaping.
- A variety of building façades would add character to these vintage and rehabbed buildings, public housing residents deserve a unique place to live.
- Modifications are terrific – plans and elevations. Bravo.
- Much improved from previous submittal – welcome update to popular housing!