

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** July 20, 2011

TITLE:      3502 Monroe Street – PUD(GDP-SIP)      **REFERRED:**  
for a Mixed-Use Development with 18      **REREFERRED:**  
Apartments and 3,400 Square Feet of      **REPORTED BACK:**  
Commercial Space. 10<sup>th</sup> Ald. Dist.  
(22566)

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: July 20, 2011

**ID NUMBER:**

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Members present were: Richard Wagner, Henry Lufler, John Harrington, Dawn O’Kroley, Richard Slayton, Todd Barnett, and Ald. Marsha Rummel.

### **SUMMARY:**

At its meeting of July 20, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 3502 Monroe Street. Appearing on behalf of the project was Randy Bruce, representing Rouse Development. Appearing in support and available to answer questions were Peter Nause and Mark Landgraf, representing Parman Place, LLC.

Bruce detailed features of the revised Monroe Street, Glen Way and Wyota Court elevations. Modifications provide for brick that wraps around the Monroe Street side and the Glenway elevation. The other change includes the treatment of the corner column with bay windows at the second and third floors. that creates a kind of terminuous of the living room of these two apartments. The material palette features rough brick with smoother edge brick. The base would be a prairie stone base in a light buff. The windows in the brick areas are black. The windows in the siding areas are a tan color. The siding is all the one color here. The bay element will be a trespa panel simulated to look like metal. Bruce noted that they may look at some metal options and I will bring them back in to have the Secretary look at. But this is the look we are looking for. The awnings are wine colored above these lower-level window openings. Signage will be coming back for future consideration. An agreement was reached with a tenant, a restaurant use at the first floor. They plan to return with some exteriors for signage. Nause, landscape architect for the project, said the landscape treatments are pretty straight forward because we are pretty much limited to the streetscapes along the three streets, Monroe, Glenway, and Wyota. There are a lot of concerns with the adjoining neighbors about the building and we are going to try to keep it as woody as possible. Since it’s not a lot of space we are trying to use a real rich, diverse list of native materials. These are white birch and looking at putting a “Black Gum Nyssa Sylvatica” along Wyota Court. Right now the landscape plan is without street trees because the architect and developer are working with the Mallat Pharmacy’s owner. There are concerns with visibility of his business with this new structure. So at this point that’s why there are not street trees shown. This plan provides for a very diverse list of ornamentals, perennials, grasses and things like that and would be much more diverse and showy than what’s used in a lot of retail landscapes which are 500 day lilies or big sweeps of things like monolithic plantings. We still need to work with Marla Eddy, the City Forester in terms of the streetscape and trees.

Comments by the Commission were as follows:

- Suggest go with something higher for street trees, Tree Lilacs may block the windows.
- We'd like to see if we could do this intensive treatment on terrace and not have street trees. It could be very successful.
- Honey Locust would work and still maintain views from windows.
- One issue of the tray system for green roofs is drying problems with the use of sedum; it is recommended to look at different alternative planting options.
- I am concerned about the "Sylvatica," where it's placed – dense, low-branching, right by that driveway exit.
- Think about treating the window in brick areas with a true traditional window sill.
- On the Monroe Street left-hand portion of the elevations the one-story pieces are set-back and bookend the two-story element, look at some subtle play material-wise with brick patterning.
- Eliminate the plants from the street to allow people dropping someone off along Glenway.
- If a restaurant use is contemplated, provide moveable planters.

**ACTION:**

On a motion by Barnett, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion allowed for the elimination of landscaping in the terrace along Glenway to allow for the potential of entry and drop-off use at the applicant's direction, the balance of green roof be sized to pick up tray systems with option to look at alternative to sedum and to go back to staff if different brick detailing of one-story bookends along Monroe Street.

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 6, 7, 8 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3502 Monroe Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	8	7	-	-	-	8	8
	-	-	-	-	-	-	-	7
	9	7.5	8	7	-	8	8	8
	6	6	6	-	-	6	7	6

General Comments:

- So much better than initial submission – simplified material palette is attractive. Good infill in a unique location.
- Very well done.