

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> November 10, 2010
TITLE: 9401 Mid-Town Road – Planned Residential Development (P.R.D.), Multi-Family Residential Project with Four Buildings with Sixty-Four Apartments. 1 <sup>st</sup> Ald. Dist. (19556)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: November 10, 2010	<b>ID NUMBER:</b>

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

### **SUMMARY:**

At its meeting of November 10, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Planned Residential Development located at 9401 Mid-Town Road. McKenzie came before the Commission to ask them to reconsider their verdict on the use of vinyl siding. He stated their reasons for this as being that this is an addition to an existing project, and at no point do they have the vinyl coming down to the ground. He stated he is very pleased with this project and feels it looks very good. Each of the other materials (aluminum, cement board, etc.) all have significant drawbacks and very significant expense. He asked the Commission to think of this in terms of a package; this project has 9-foot ceilings, hardwood floors, and one has a swimming pool on the roof. This isn’t a project they are trying to get by cheaply on. The neighborhood here contains houses that run between \$300,000-700,000, and they all have vinyl siding. Bruce stated that they understand there are times where vinyl siding is inappropriate, however this fits in with the surrounding neighborhood, and they feel they’ve used it in an appropriate manner and designed it using enough detail. Comments and questions from the Commission were as follows:

- I’m sympathetic to the cost factor, but it’s more important that we look at the context.
- Just because it’s there doesn’t mean it’s right. I can’t believe that there are \$600,000-700,000 homes wrapped in vinyl; I find that astounding.
- I would like to propose that we have an agenda item for a special meeting to discuss vinyl siding. We’ve done it for EIFS and it was successful.
- If we accept vinyl it must be done in concert with a hard, solid corner board.
- Wagner asked: what was your assessment going out there?
  - I was impressed by the quality of the project.
  - The overall design quality is very high.
  - In driving in that area, seeing those expensive homes with vinyl on them, it is in the context.
- I appreciate that two wrongs don’t make a right, but having a different material might make the original stand out even more.
- I like the idea of using hard corners.

**ACTION:**

On a motion by Slayton, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Smith voting no. The motion required the use of “hard” corners not vinyl in either wood, PVC, Azek or similar alternative.

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, 5, 5, 6, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 9401 Mid-Town Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	5
	-	6	-	-	-	-	5	6
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	5
	6	5	6	6	-	6	3	5
	-	-	-	-	-	-	-	7

General Comments:

- Not in support of vinyl anything – we can and should build with better materials.
- Compromise=vinyl + harder corners.
- A good compromise?