

**AGENDA # 4**

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** October 3, 2012

TITLE: 306 West Main Street – PUD(GDP-SIP) –      **REFERRED:**  
11-Story Apartment Building, 4<sup>th</sup> Ald. Dist.      **REREFERRED:**  
(27412)

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

DATED: October 3, 2012      **ID NUMBER:**

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

**SUMMARY:**

At its meeting of October 3, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 306 West Main Street. Appearing on behalf of the project were Joe Alexander, John Seamon, Justin Frahm, Adam Winkler and Att. Bill White, representing The Alexander Company. Seamon addressed the concerns about the metal panels by altering areas of the building, particularly the bay areas where they thread this project with 309. The change has been applied to the color palette on other areas of the building as well. They have made a stronger presence with the punch openings by making them larger. Metal material samples were shown consisting of burnished masonry block and three profiles of metal panel including ribbed, flat seamed with a reveal and corrugated in two shades, which will give a nice effect relative to shade and shadow with a light, refreshing response to the 309 context. Renderings of the front entry show the glass box being wrapped (ceiling and wall) in wood which will be very visible from the street. The turf has been substituted for different color pavers and consolidated plant materials. Species used will create large distinctive massings in 4-5 feet in height and still transparent enough to see through to the building materials. They have not made any changes relative to the loading dock.

**ACTION:**

On a motion by O’Kroley, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-1) with Goodhart voting no.

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 7, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 306 West Main Street**

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

**General Comments:**

- Excellent landscape refinements.
- Main entry unbalanced and mostly unchanged from last submittal – not well integrated into otherwise nice design.

# CAPITOL

NEIGHBORHOODS, INC.  
MADISON, WISCONSIN

October 11, 2012

Mr. Brad Murphy  
City of Madison  
Planning Department  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53703

Re: 306 W. Main St. Bassett District Steering Committee Review

Dear Mr. Murphy and members of the Plan Commission,

The Bassett District of Capitol Neighborhoods established a steering committee to work with the developer of the proposed 306 W. Main St. apartments. The steering committee met with the development team on several occasions and there have also been two presentations to the larger neighborhood, each attended by 40+ people. Overall, residents of the neighborhood are supportive of the proposed change in use of this site from condominiums to apartments. The proposed design will be a good fit with the neighborhood in general as well as with the existing Capitol West condominiums on the same block.

During steering committee discussions, the matter of street trees and street lighting came up. The developer intends to protect the existing street trees on the site, which we applaud. The neighborhood has also urged the developer to work with the city to site new street trees and to complete the installation of pedestrian-level street lighting on the 300 block of W. Main and the 10 block of S. Henry streets when construction is finished.

One remaining area of concern regarding the building at 306 W. Main St. is the loading dock. The current design calls for a loading dock to be constructed without an exterior door and we would urge the Plan Commission to consider the aesthetic and safety ramifications of such a design.

The developer has indicated that all moving vans will be accommodated in the loading dock and on Washington Place and that W. Main St. will not be used for this purpose. The neighborhood is supportive of this plan. However, should the developer request a short-term drop-off area in the street on W. Main adjacent to the main entrance of the 306 development, the neighborhood would support the dedication of an area for this purpose.

Thank you for your consideration,

Jonathan Cooper, for the 306 West Main Street Steering Committee  
Bassett District, Capitol Neighborhoods

# MICHAEL BEST

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## BY HAND DELIVERY

October 11, 2012

Nan E. Fey, Chair  
City of Madison Plan Commission  
c/o City of Madison Department of Planning & Development  
Room G-100 215 Martin Luther King, Jr. Blvd.  
Madison, WI 53709

Re: 306 W. Main Street  
Legistar 27412

Dear Chair Fey:

This letter is sent on behalf of the Alexander Company, the principal developer of Capitol West which is an entire block redevelopment of the 300 block of West Washington Avenue, the 300 block of West Main Street, and Henry and Broom Streets. The entire block General Development Plan was commenced in 2004 and approved by the City of Madison in 2006. Coming before the Plan Commission on Monday evening is the Specific Implementation Plan for the final major development which is a 172 unit apartment building to be built at 306 W. Main Street. We would urge approval of this SIP at that time.

As noted, this project has been under development for over 7 years. The current proposal at 306 W. Main was initially scheduled to be constructed as an owner-occupied condominium. However, because market forces have changed, it is now presented as an upscale apartment concept. The number of units has increased from 146 to 172. However, there are fewer bedrooms to be created, so there will be less population pressure than in the original plan approved by the City of Madison.

In addition to the changes in the number of units and the ownership, the proposed skybridge originally approved as part of the general development plan has been removed. In part, this removal has been because the development of the enormously successful Hyatt Place development at 333 West Washington Avenue. In addition, no retail or commercial space is intended for the 306 project.

The Alexander Company has met with the Bassett Neighborhood Steering Committee on 5 occasions and has had two large neighborhood meetings. We believe it is safe to say the neighborhood and the neighbors have warmly accepted this project. It is supported by Alder Verveer and by City Staff. The current design has been modified and worked on with the City of Madison Plan Staff and received final approval from the Urban Design Commission on October 3, 2012.

# MICHAEL BEST

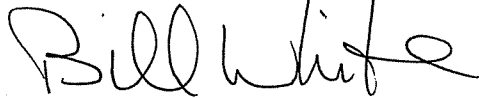
& FRIEDRICH LLP

Nan E. Fey, Chair  
October 11, 2012  
Page 2

We would ask that this matter receive approval at the meeting of the Plan Commission on October 15<sup>th</sup>. If there are any questions prior to that time, please do not hesitate to contact Joe Alexander at 843-1131 or me at 695-4946. We look forward to meeting with you on Monday evening.

Sincerely,

**MICHAEL BEST & FRIEDRICH LLP**



William F. White

cc: Members of the City of Madison Plan Commission  
Alder Michael Verveer  
Steven R. Cover AICP  
Mr. Bradley J. Murphy, Director, Planning Division  
Tim Parks, Planner, Planning Division  
Jonathan Cooper, Chair, Bassett Neighborhood Steering Committee  
Joseph Alexander, The Alexander Company  
John A. Seamon, Iconica

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