

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 20, 2010
TITLE: 9401 Mid-Town Road – Planned Residential Development (P.R.D.), Multi-Family Residential Project. 1 st Ald. Dist. (19556)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 20, 2010	ID NUMBER:

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

SUMMARY:

At its meeting of October 20, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a P.R.D. located at 9401 Mid-Town Road. Randy Bruce presented revised details that addressed the Commission’s previous comments and concerns. The foundation planting scheme has been changed to one where more tree-scape and less foundation plantings are used, screening the parking area on the west side of the property, providing more shade trees along the west and south. Site plan changes include moving bike parking to scatter those areas so they are well distributed throughout the site. The parking areas have been altered slightly to accommodate increased greenspace. Color samples were presented as essentially the same brick on the buildings next door. Siding colors are a bit of a change from the original development next door at the suggestion of Planning staff. Questions and comments from the Commission were as follows:

- I’m nervous that the siding is vinyl.
 - It is vinyl, yes.

We’ve had long discussions when, if at all, we’ve been approving vinyl siding. That’s something we need to talk about as something that reflects the spirit of the Urban Design Commission. For the rare occasions if we’ve approved vinyl it’s been with solid corners and trim boards and other architectural features.
- The base of the building is masonry and I’m always uncomfortable with topping off a building with a solid base with a material that’s flimsy, aside from the social aspect of the impact of vinyl on our environment.
- On the site plan, I wonder if those terraces scheduled as grass might be opportunities for ground cover or community gardens.
- I think you’ve done a very nice job I’m just not comfortable with the vinyl.
 - If you were to go out and look at the project, it has a good, high quality feel to it. In this case, the buildings adjacent as well as the single-family homes across the street are going to be vinyl sided.
- I’m glad to see that you actually have colors, but I have some concern that the vinyl does fade and it’s not going to be that color.

- The landscape plan is OK, but a couple of things have to change. The Autumn Glaze Maples and Red Maples being used, those trees are a mono scheme. You should be going with another tree.
- The area where you added the River Birch clumps, I think you'd be better off with single stem Birch. Consider a different tree next to green; needs to be more organic as well as next to Building #13 at streetside; use Aspen.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1). The motion provided that landscape comments be addressed and no use of vinyl siding with options for the use of composite, natural woods, Cellular PVC or fiber cement, including aluminum or other alternative siding and trim materials.

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, 5, 6, 6 and 6.

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
Member Ratings	6	6	5	-	-	6	5	6
	-	-	-	-	-	-	-	5
	6	4	6	5	-	5	3	5
	5	5	4	-	-	6	5	5
	6	6	6.5	-	-	6	-	6
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	6

General Comments:

- Additional tree plantings helpful. More flowing lines at open spaces. This will also enhance the formal look of the lawn. Select formal tree at formal lawn.
- Pedestal roofs not appropriate on multi-family.
- Much improved site plan and landscape.
- No siding.
- Fine other than vinyl.