

AGENDA # 12

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 22, 2006
TITLE: 601 West Wilson Street – Amended PUD(GDP-SIP), Demolition for a New Office Building, 4 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 22, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lisa Geer, Lou Host-Jablonski, Cathleen Feland, Jack Williams, Robert March, Todd Barnett and Ald. Noel Radomski.

SUMMARY:

At its meeting of March 22, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of an Amended PUD(GDP-SIP) for the demolition and construction of a new office building located at 601 West Wilson Street. Appearing on behalf of the project were Doug Hursh, Rebecca Flood, David Knuti, Rosemary Lee, Stefanie Moritz. Registered in opposition was Leslie Herje. In address of previous concerns of the Commission, the modified plans featured the following:

- Structural adjustments were done to the underlying parking levels to provide for the addition of two medium size ornamental canopy trees in planters along with additional landscaping elements within the surface parking area to alleviate concerns with the heat effect.
- The landscape plan also features the utilization of a green screening grid to break up the blank façade of transitional walls between the upper level of the parking structure and the entry plaza for the building.
- The exterior building elevations have been provided more detail to alleviate concerns about potential large sign areas that the façade as previously proposed presented.
- The wall at the street along the site's Bedford Street frontage has been lowered with an entry feature provided, along with the provision of covered bicycle parking under overhangs.

Several area residents spoke both in support and opposition to the project. Leslie Harje spoke in opposition, stating that the project was not consistent with the existing PUD-GDP on the site, supporting residential use and was inconsistent with the adopted neighborhood plan for the area (Bassett Neighborhood Master Plan) relevant to building height. In response the applicant presented shadow studies and provided that minimal impacts relative to shading of adjacent sites would result. Those speaking in favor of the project related to a letter in support of issues as resolved from the Bassett District of Capital Neighborhoods, Inc.

Following the presentation, it was noted by the Commission that the project as asserted by some neighbors will bring working people into the neighborhood and provide a basis support for on-going condominium development within the area. Relative to height concerns, the applicant noted that the fifth story of the building primary feature was to provide a clearstory to provide natural light into the interior of the building, was only 4-

feet in height and setback 15-feet from the fourth floor upper edge of the proposed structure, which would limit its visibility from street level.

ACTION:

On a motion by Barnett, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0-1) with Wagner abstaining.

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, 7, 8, 8, 8, and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 601 West Wilson Street

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

General Comments:

- Appreciate the additional interior parking lot and perimeter landscape. Rooftop garden is also a plus for a dense development.
- Exemplary project.
- Nice project. Great addition to downtown.
- Appreciate addition to the neighborhood.
- This project has many great things going for it – kudos!