

AGENDA # 4

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: September 6, 2017 |
| TITLE: 5102 Silver Tree Run – University Crossing Building #5 Containing a Mix of Office and Residential with Lower Level Parking in UDD No. 6. 19 th Ald. Dist. (48448) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Janine Glaeser, Secretary | ADOPTED: POF: |
| DATED: September 6, 2017 | ID NUMBER: |

Members present were: Richard Wagner, Chair; Dawn O’Kroley, John Harrington, Tom DeChant, Rafeeq Asad, Amanda Hall, Lois Braun-Oddo and Cliff Goodhart.

SUMMARY:

At its meeting of September 6, 2017, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a mix of office and residential located at 5102 Silver Tree Run. Appearing on behalf of the project were Doug Hursh, representing University Crossing Mixed-Use, LLC; and Paul Lenhart.

This site was previously approved for a 6-story hotel or a 4-story office building. They are now proposing a 4-story building with one level of office/commercial and three levels of residential above. This is compatible with the buildings in the immediate area. There is one internal road with perpendicular parking, as well as a 3-story parking structure with an apartment building that wraps around it and a green roof above it. The majority of the parking would be within that building. Recessed balconies will face Whitney Way.

Comments and questions from the Commission were as follows:

- The garage door/trash door seems a little awkward.
- The buildings here are warm earth tone materials. I’m wondering what others think about having a different expression in terms of materials and colors. The composition is fine; I’m just thinking it’s kind of blending in. Something to pop, make it feel more like a neighborhood than a PD.
 - There is a preference by the developers to have a warm material palette. We did study a white brick with gray or charcoal element but that did not go over very well with the development group. The building does have a much lighter brick than the other two, which are terra cotta.
 - We probably spent 3-4 months looking at the colors. It’s very important to harmonize. If you go across the street to the apartment building where the parking is, we’ve got a lot of different colors there. We tried to harmonize the three buildings seen more from University Avenue and Whitney Way. We can take another look at it but we landed on this after a lot of time and effort.
- I like new and bolder too, but I don’t object to this.
- What’s that angle on the roof plan? You said it’s trying to express the curve.

- The idea was to have something that received this curve along Whitney Way, that started to frame it so the top of the building kind of bends out. It's shallow.
- I think it's too shallow. If you're going to do it, do it. Jump, don't just tip-toe out.
- I am disappointed in this whole development. We voted on a boulevard going in there instead, there's lamp post where there are supposed to be trees. I want you to really give some thought to the landscape plan.
- That vertical adjacent to the brick and the larger gray band beyond, something about that dialogue and composition is very dynamic. It would be nice to have that happen in other moments.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.