

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 17, 2007	
TITLE: 451 West Wilson Street & 315 South Bassett Street – PUD. 4 th Ald. Dist. (07751)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: October 17, 2007	ID NUMBER:	

Members present were: Paul Wagner, Chair; Bonnie Cosgrove, Richard Slayton, Bruce Woods, Lou Host-Jablonski, Todd Barnett, Jay Ferm, John Harrington and Richard Wagner.

SUMMARY:

At its meeting of October 17, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD located at 451 West Wilson Street and 315 South Bassett Street. Appearing on behalf of the project were Bruce Simonson and Lance McGrath, McGrath Associates. Following the demolition of existing structures on this site, the project provides for the development of a 40+ unit residential development located at the terminal end of South Bassett Street adjacent to Brittingham Park on the non-lake side of John Nolen Drive at North Shore Drive. The preliminary plans as presented provide for the creation of a 4-story building with exposure at the rear or lake side utilizing brick veneer in the main field of the first three stories, with EIFS on the upper story in combination with a cast stone masonry base on both the front and rear elevations, including horizontal siding along the long or Bassett Street elevation, as well as the non-street side elevation. Following the presentation the Commission noted the following:

- Use of the adjacent Dowling building as a prototype is notable, but the side of the building has a different character which is out of character. In addition, need to make top of the front façade more in character with the Dowling building.
- The rear elevation has no features that take advantage of the view to the lake.
- Concern with making sidewalk level on Bassett Street more attractive.
- Provide access for tenants to adjacent park.
- Front entrance is fake compared to the real main entrance on the side.
- The Bassett Street elevation needs work to be more pedestrian-friendly with access provided to the adjacent park.
- Issue with accessible access to the building front versus side.
- Building can have two different façade treatments; as proposed to divergent, limit palette of materials.
- Consider reversing areas dedicated to lower level parking to provide living area by moving parking levels to the front. In addition, work on look and proportions of the lower level rear elevation treatment.
- Look at the segregation of the accessible side entry versus the non-accessible front entry.
- Look at moving main entry to side.
- The setback along Wilson Street with the adjacent Dowling building; might be only a tribute.

ACTION:

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

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, 6, 6 and 6.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 451 West Wilson Street & 315 South Bassett Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	5	-	-	-	5	5	5
	6	6	-	-	-	-	9	-
	5	5	-	-	-	5	5	-
	-	6	-	-	-	-	6	6
	6	5	-	-	-	-	-	6
	7	6	-	-	-	-	7	6.5
	5	5	-	-	-	-	-	5

General Comments:

- Lake side needs to be improved per our comments.
- Make 1 main entrance, not main and fake main.
- Concept and massing are great. Needs work, though.
- Good start.
- Look at pedestrian feel at Bassett; lake side elevation; resolve front entries.