

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 17, 2016

TITLE: 604 South Point Road/9702 Watts Road –
New Development Consisting of 8
Buildings with 299 Multi-Family Units. 9th
Ald. Dist. (43553)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 17, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, John Harrington, Dawn O’Kroley and Richard Slayton.

SUMMARY:

At its meeting of August 17, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new development located at 604 South Point Road/9702 Watts Road. Appearing on behalf of the project was Randy Bruce, representing John McKenzie. Bruce described the site issues and architecture for 8 buildings with 299 multi-family units. The center of the development is more traditional lower scale residential of either townhouses or stacked flats with garages.

Comments and questions from the Commission were as follows:

- Why pitched roofs?
 - We can look at lowering the pitch of the roof. It’s inherent in our style.
- You’re one of the first going out there. Work to make it not the same thing we see everywhere else.
- Is there a way to get the lodge in quasi-nature, rather than be surrounded by residences? At the end of the site, is that a more natural area?
 - The way it functions, it is the social and physical center of the site, so having it centered makes it function better. And it does form a sense of community for the development.
 If you can’t move the building, can you bring this dog walk/natural area right down through it somehow?
- Rather than the Swiss chalet look, maybe more of a Japanese look, bring it down a little bit and making some larger openings.
- Lower pitched roof with really broad overhangs. It would be nice if they’re all consistent.
- On Phase 2 of the development, those buildings along Watts Road should be facing the street.
- They look like Army barracks (Phase 2). It’s too regimented.
- There’s some great site features you’re starting to create, but everything is surrounded by asphalt. Find a way to have this be more green, maybe you need some type of auto court that is more pedestrian where autos can pass through. It’s a very stylized look, but I don’t know what it has to do with this location

outside of Madison. It's beautiful architecture but it's not up to date; what is the style? I'd love to see what you can do creating your own community out here that will be the hallmark for construction around it. This looks like it needs a mountain.

- We do want it to have a more traditional residential feel because of its location.
- What does a pitched roof have to do with a residential feel? That's some kind of a bogus theory.
 - Almost every single-family house has a pitched roof.
But this isn't a single-family house, this is an apartment building.
- If you link the underground parking between the two buildings could you reduce your surface parking? That would let you have more of a center greenspace.
- Turn all of the Phase 2 buildings to the street, build one alley that links them in and out, and then the other side of the street faces this greenspace.

ACTION:

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