

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 9, 2014

TITLE: 25 West Main Street/126 South Carroll Street – PD(GDP), Demolition of the Existing Anchor Parking Ramp and Construction of a New Retail/Restaurant with Residential Apartments. 4th Ald. Dist. (34690)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Jay Wendt, Acting Secretary

ADOPTED:

POF:

DATED: July 9, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Lauren Cnare, Melissa Huggins, John Harrington, Cliff Goodhart and Tom DeChant.

SUMMARY:

At its meeting of July 9, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the demolition of the existing Anchor parking ramp and construction of a new retail/restaurant building with residential apartments located at 25 West Main Street/126 South Carroll Street. Appearing on behalf of the project were Brad Binkowski, Mark Binkowski and David Jennerjahn. A structural assessment on the parking ramp concluded that it is at the end of its useful life. In re-evaluating this renovation of Anchor they decided they need to demolish the parking ramp. They would build a new very large parking ramp that goes all the way under Carroll Street for a total of 548 stalls with entry on Doty Street where the existing ramp is now. This new ramp will have long sight lines making it safer than the existing ramp. They are also proposing to construct an apartment and retail building on the west side of Carroll Street where there are two historic buildings. This allows for 12,000 feet of restaurant retail space to really activate the sidewalk with something other than a stair tower. A real retail entry at the corner would step down into the space that would contain large windows that go up almost 14-feet with a raised green roof and screening wall above the landscaped roof terrace. The west side of Carroll Street would then have approximately 8,000 square feet of restaurant/retail space. This southwestern side of the Square doesn't have a lot of activity or light currently, this project will reintroduce that vitality. A residential lobby would come off Hamilton Street with the façade pulled back so that the two historic buildings are given the emphasis and focus they deserve. The design of the residential floors above the retail space is L-shaped so it steps back along Hamilton Street from the two historic buildings and comes along the backside of those two historic buildings. They will provide shared common trash areas using a portion of their property to benefit The Baskerville, and doing the same thing to benefit the Jackman building. The fire escape on that building will be removed and replaced with a stair tower. The residential building would contain 12 units per floor with a landscaped rooftop terrace at a setback. Pulling back the upper floors above the roofs of the Jackman building and The Baskerville, balconies will provide stunning views of the Capitol building. Some TIF assistance will be requested.

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 rating for this project is 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 25 West Main Street/126 South Carroll Street

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

General Comments:

- Exciting! Provide adequate sidewalk width for an exciting outdoor venue.
- Very nice revision of Anchor Bank proposal. Great addition to downtown – exciting.