

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 7, 2013

TITLE: 502 Apollo Way – PD, Apartment Building
with 105 Dwelling Units. 3rd Ald. Dist.
(31103)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 7, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, Melissa Huggins, Henry Lufler, Tom DeChant and Cliff Goodhart.

SUMMARY:

At its meeting of August 7, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for an apartment building located at 502 Apollo Way as part of Grandview Commons. Appearing on behalf of the project was Brian Stoddard, the project architect. Staff noted that the applicant was encouraged to look at two buildings rather than a single building because of the long horizontal façade that this current design presents. Stoddard presented the plans and surrounding context to the site. The upper 2/3 of the site is relatively flat and then drops to a different of about 20-feet towards the back of the site. Proposed is a combination 3 and 4-story building because of the slope to the site, with some exposure to the lower parking area. The one entry to the site is on the northern end with parking coming in through the cul-de-sac. Exterior materials include horizontal fiber cement siding, panels and trim boards, dark brown brick and split face block. In address of the length of the building, they have broken up the mass along Apollo Way there is approximately 160-feet between the architectural elements, along with the variation in materials.

Comments and questions from the Commission were as follows:

- My eye sits on this building more than it would most multi-family buildings.
- Make sure you closely study the trellis. It just seems a bit contrived on that 45-degree angle sticks close into the pool; maybe should be parallel to pool as a bump-out.
- When you bring this back make sure we see good elevations and sections throughout the building.
- Do you need all that surface parking? Maybe you can stage it in such a way so you can still put it in but maybe not build it right away.
- Practice just a little more restraint on the colors and materials, and the direction of the siding. Make it simpler. Simplify elevation treatment and forms.

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 rating for this project is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 502 Apollo Way

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

General Comments:

- Nice building – perhaps too many materials and “lines.”