

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 23, 2014

TITLE: 502-504 West Main Street – Four-Story Mixed-Use Building with 18 Apartment Units, Rezoning to UMX District. 4<sup>th</sup> Ald. Dist. (33777)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Jay Wendt, Acting Secretary

ADOPTED:

POF:

DATED: April 23, 2014

ID NUMBER:

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

**SUMMARY:**

At its meeting of April 23, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a four-story mixed-use building located at 502-504 West Main Street. Appearing on behalf of the project was E. Edward Linville, representing Keller Real Estate Group. Linville introduced the project as a “sister” building to “Tuscan Place,” with the developer wanting to duplicate the traditional qualities while using a more industrial grid system, integrating a bit of Europe, a bit of Madison and a bit of industrial into the project. The philosophy of the building is brick book-ends, wrapping around the corners with rusticated block in between and EIFS on the top level. The goal is to bring back a historic aspect with a cleaner interpretation. There is a strong possibility of a market potential on the first floor. They are looking to incorporate a flower rail which would conceal the majority of the magic paks.

Comments and questions from the Commission were as follows:

- I think it’s very handsome. I love the masculinity of it. One thing I question is the tile insets seem a little bit too fussy for this, but I defer to you on that.
  - I think that’s a good potential reference. It’s not real evident but we’re actually going to be doing a metal detail, this will also be more of the nouveau detailing. I think color would have an influence on that too.
- Concealing magic paks will be very important.
- There’s no parking associated with the building?
  - Correct, as is with Tuscan. But the developer has adjacency parking and has accommodated every parking need in the Tuscan.

I think it’s appropriate to encourage public transportation.

Yes. In the Downtown Plan there were two neighborhood nodes that were indicated and this was one corner.

- The change you made from what you submitted with the asymmetrical tower on the shorter façade seems successful. I draws your eye to that corner more.

- I'm curious about the depth of things. For some reason when I saw this I thought French balcony. What if you could get some depth so that from that face (grid face), if your doors or windows are further recessed could you get those magic paks in a return somehow?
  - It's a good thought. I'll certainly look into it, I do like that premise. A lot of it has to do with the skin of the building. These are quite small units and every square inch has value. I realize that's a bit more of a European philosophy, I'm not sure I could do it in all cases. Certainly on the two major façades I could explore that.
- When you come back can you actually show us where all the magic paks would be placed. You've got such a nice rhythm here, it's going to be wonderful. You have created a node.

**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 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 502-504 West Main Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	7	-	-	-	-	8	-
	-	8	-	-	-	-	8	8

General Comments:

- Very interesting start.
- Great start!