

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 21, 2010
TITLE: 517-523 East Main Street – PUD(GDP-SIP), Demolition for a 21-Unit Building. 6 th Ald. Dist. (18842)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 21, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, John Harrington, R. Richard Wagner, Jay Ferm and Henry Lufler.

SUMMARY:

At its meeting of July 21, 2010, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP) located at 517-523 East Main Street. Appearing on behalf of the project were Lance McGrath, Patrick Hannon and Bruce Simonson, all representing LT McGrath; and Jim Skrentny, representing the First Settlement District of CNI. McGrath presented plans for a boutique project of 3-stories of apartments over one level of parking for a total of 21 units. There are 25 below grade parking spots, and 27 bicycle parking stalls. He noted the level of neighborhood involvement with two publicly noticed meetings, referenced the Landmarks Commission meeting on July 12, 2010 where approval for the demolition of the existing building, as well as the certificate of appropriateness for the new building was received. Simonson then presented revised exterior plans, showing changes made in response to the Commission’s previous comments. Medallions will be added to the brick to break up the blankness of the building. Hannon presented landscaping plans for the terraced areas of the building. Columnar trees will be added along Blair Street, along with window boxes and perennials. There are eight outdoor parking spaces for bicycles. Comments from the Commission were as follows:

- There’s a lot of concern from the neighborhood about the decks and balconies on the building. Neighbors don’t want a loud addition to the neighborhood.
- Study the Blair Street façade, the exterior stair/entry alignment including the cabled support canopy is asymmetric to the other features of the façade; shift to the right to be more symmetric between the balcony to the left and window openings to the right.
- Study using steel edging, it’s more robust and will last longer, sharper, crisper on landscaped beds and at least 4” of soil on green roofs.
- Nice building for the site, fits well.
- Give some more thought to the decorative applications. Applied features need to be looked at; medallions should be minimized and simplified to enhance the vertical read of the building’s façade.
- Entries need further study on both streetside elevations for a touch of more modern detailing.
- Study providing small windows on stair tower elevation.
- On Blair Street elevation, suggest bringing windows down 6-8” above the floor and have a railing mounted to the face of the brick similar to the railing on the balcony to the right, allowing residents to feel a better connection to the green roof.

- Study the detail at the cornice and at entries to provide more dimension and depth.
- On Blair Street elevation, move garage window to right if stair is shifted to be center between the above openings.
- The decorative brick element on the criss-cross panel is not necessary.
- Agree on simplifying medallions and other features. Medallions work well as horizontal elements on first floor; where above too busy, eliminate at second and third floor levels of the façade.

Jim Skrentny spoke on behalf of the neighborhood and CNI. They are looking forward to this redevelopment of the Water Utility site. Many of the neighborhood's concerns have been addressed. Continued issues are as follows:

- Some neighbors feel this glass block look at garage level looks out of character; the steering committee is OK with them.
- There are several different motifs being used that could be brought more together and integrated.
- The symmetry of the Main Street side is still of concern.
- The color palette and material choice is still of interest to the neighborhood.

ACTION:

On a motion by Barnett, seconded by Harrington, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion for approval provided for address of the above noted comments and the following:

- Study architectural details.
- Study entry stair location.
- Green roof feature.
- Steel edging.
- Materials, exterior lighting and signage to come back to 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 6.5, 7, 7, 7.5 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 517-523 East Main Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	7.5
	-	-	-	-	-	-	-	7
	6	6.5	6	-	-	6	7	6.5
	8	8.8	8	-	-	8	9	9
	7	6/7	6	-	-	6	7	7

General Comments:

- Very well done; study limitation of detailed brick/medallion accents.
- Nice urban infill project. Delete precast medallions on upper two floors – too busy – visual overload. Shift exterior door and landing at exit stairway – center in masonry bay!
- Appreciate architectural detailing. Good neighborhood scale infill.
- Line medallions up, consider fewer, for stronger pattern.
- Further study character beyond historic style being emulated. Simple structure well proportioned, push design character of entry, balcony, detail elements.