

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 16, 2019

TITLE: 6501 Town Center Drive – New
Development of a Five-Story Mixed-Use
Multi-Family Development Consisting of
Two Buildings. 3rd Ald. Dist. (53460)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: January 16, 2019 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Craig Weisensel, Jessica Klehr, Amanda Hall and Christian Harper.

SUMMARY:

At its meeting of January 16, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of new development located at 6501 Town Center Drive. Registered in support of the project was Brian Stoddard, representing Knothe & Bruce Architects.

Each building contains 100 units with commercial on the first floor. Site access is restricted to one off of Sprecher Road and one off Milwaukee Street with the right-in only restricting the site plan. The landscape plan for the building on the corner notes there are no street trees in the terrace; they are working with Forestry to install street trees. They will address all the parking lot islands with substantial trees. Building architecture has changed by simplifying the exterior materials using masonry, blue accent bays and dark gray on the upper level with corrugated metal corners.

The Commission discussed the following:

- Is that really the mullion spacing or something with the rendering?
 - Yes, it's designed that way.
- Why isn't the storefront designed the same way on the ground floor?
 - We tried to get an accent in the blue bay for a different form.
- You mean the windows?
 - Yes.
- I appreciate the use of a bold accent color. For long-term durability do you see any issue with the fade in metal panel compared to other colors?
 - We haven't had an issue with darker colors.
- How much of it is lap siding? Just at the top?
 - Just the tops of these vertical elements, it wraps with metal in between.
- The north elevation on Building 2, is there a balcony adjacent to a commercial entrance?
 - There are some residential units on the first floor.

- I just question how close they are. They seem right next door to a commercial entrance, how might you address privacy? With landscaping?
 - That's a good point. We'll look at some separation.
- We had a few things from our minutes last time and the staff report. You provided us with a GDP, the whole context, thank you. You talked about simplifying the materials. What's the strategy for activating both building frontages when you have commercial along the street with parking in the back?
 - Our general approach is we would put the core elements in the center as much as possible or up against demising walls so commercial space wraps those elements. We don't have floor plans developed yet but that's the concept.
- We wanted you to point out dumpsters and meters, back-of-house services.
- I really like the way you have simplified the design elements but still made it unique. This is going to be a really big corner as this continues to grow and develop. This strikes a really nice balance. I want to echo the thought of adding screening on those first floor residential patios.

ACTION:

On a motion by Hall, seconded by Klehr, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion for approval was conditioned on providing screening for the first level residential unit outdoor deck to provide a separation from the commercial entries.