

**AGENDA # 7**

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** May 20, 2015

**TITLE:** 9603 Paragon Street – A Residential  
Building Complex for 145 Apartment  
Units. 9<sup>th</sup> Ald. Dist. (36573)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** May 20, 2015

**ID NUMBER:**

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

**SUMMARY:**

At its meeting of May 20, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a residential building complex located at 9603 Paragon Street. Appearing on behalf of the project were Ryan McMurtrie, John Cronin and Bob Lodle, representing United Financial Group; Shaun Sullivan, representing AG Architecture; Tim R. Garland, representing Garland Alliance; and Josh Pudelko, representing Trio Engineering.

McMurtrie highlighted changes to the plans for four buildings containing 145 units total. The previous design had parking in three locations for a total of 27 spaces; now they are offering those for future parking and increasing the greenspace. On Building #2 there was some concern about the length of the drive to the underground parking garage; it was suggested to combine the surface parking with the approach. Grade issues make that not possible, so as a result in working with their landscape architect, they are making sure to properly address the areas surrounding this approach. With regard to Building #2 architecture, the new design has a more simplified roofline and brick palette paired with a lighter patio railing, which successfully breaks up the building while offering a rich color palette. Overall the rooflines have been simplified in several areas with the material being brought all the way across. Building #3 has a simplified color palette and rooflines. Building #4 has the same roofline but the brick color is slightly lighter which highlights and breaks up the rooflines. The landscape plan was refined to address street corners, naturalized areas and the buildings.

Comments and questions from the Commission were as follows:

- My biggest concern is the resolution of different roof pitches, Buildings #1 and #4. You treat the ends of the other two buildings and when I see these tiny little windows here, I think three-dimensionally it’s still going to be slightly off; the windows don’t seem to relate to anywhere else in the building. I think the other two buildings are more successful. It’s not very well resolved, it’s austere.

- The gable ends that look more like cedar siding, that proportion of coloring and different materials, there's more comfort to this scheme than maybe some of the others. The different angles on the roof forms do need to be resolved.
- I think it's got a nice plant palette. I'd like to see more interaction with the shrubs. My concern is the landscaping on either side of the drive, when people start to cut through that. In 10-15 years it could become an issue.
  - I would think most of the people would use Bear Claw Way. The biggest traffic generator is the Blackhawk Church.
- Many of your selections are very, very special, which makes them blur. You've got focal points everywhere. Take a look and see if you want it to be that aggressive.
- You need to work with civil. There's a line of outcropping here that looks somewhat conceptual at this point. What I'd like to see is more in and out, I'd look at using the stone to tighten up an area where you don't have a consistent slope. It shouldn't be black and white when you cross the transition.
- Granted you're trying to create a neighborhood of buildings, not a replication of buildings, but tying into the gabled end with the more colonial looking end aren't necessarily stylistically holistic for the building. Maybe there's a way to make the decision which references you're leaning towards throughout the composition. They're two very different styles. I would work towards a little bit more consistency without having four twin buildings.

**ACTION:**

On a motion by Goodhart, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for elimination of the intermediate gable end treatment in favor of something that works better with the main gable end treatment on Buildings 1 and 4; try to achieve more consistent roof slopes; a more aesthetic approach to the pond, to return to staff for final sign-off.

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 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 9603 Paragon Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	5.5	7					
	6	5	7	-	-	6	5	6