

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 19, 2011
TITLE: 722 Williamson Street – PUD(GDP) for a 34-Unit Mixed-Use Building. 6 th Ald. Dist. (23566)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 19, 2011	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Melissa Huggins, Dawn O’Kroley, Henry Lufler, Richard Slayton, and John Harrington.

SUMMARY:

At its meeting of October 19, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP) located at 722 Williamson Street. Appearing on behalf of the project were J. Randy Bruce and Marty Rifken. Bruce noted that signage would return for separate approval. He presented updates to the plans which include strengthening the cornice line with additional masonry detailing at the top, dark metal across the top of the building with light aluminum on the awnings and window patterning. The metal from the corner elements will run all the way down to the second floor deck; behind that metal is the masonry. The parking along the bike path has been removed. Comments and questions from the Commission were as follows:

- An awning that short might be too small for the building. Solid awnings will obscure the view of the signage.
- Not impressed with the landscape plan, particularly the northeast elevation. Are there shade trees along that street?
 - We’re proposing angled parking; there’s some across the street.Some of those species are going to need more light. The shape and pattern of the plantings could be done differently and do a lot more for your building. They don’t play with the geometry of the building.
- Study the brick coursings to bring more attention to the apartment entry.
- Try to put some plants along the roof deck edge on Livingston Street (no built structure).
- Stairtower return needs strength on elevations.
- Study masonry detailing.
- Return brick on balconies 8-12 inches.

ACTION:

On a motion by Harrington, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0). The motion required that the landscape plan return with modifications to address comments with masonry detailing and signage to staff.

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, 7.5 and 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 722 Williamson Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	7	5	-	-	-	-	7.5
	6	4	4	-	-	-	7	6
	7	7	6	6	-	8	9	7.5

General Comments:

- Good urban infill, relates well to bike path and historic commercial buildings.
- Study corner balcony detail to bring unique character to the building as well as masonry detail.