

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 14, 2015
TITLE: 114 North Bedford Street – New Development in the UMX District, 185- Unit Housing Project. 4 th Ald. Dist. (36188)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 14, 2015	ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Melissa Huggins*, Richard Slayton and Cliff Goodhart.

Huggins recused herself on this item.

SUMMARY:

At its meeting of January 14, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new development in the UMX District located at 114 North Bedford Street. Appearing on behalf of the project were Tom Chinnock, Joe Herzog, Chris Johnson and Joe Porter, representing CA Ventures. In response to the Commission’s previous review of the project, the team walked through the designs. The property is zoned for 8-stories and they are requesting two bonus stories. This allows them to stepback the building by 25-feet to maintain a four-story façade in the front, and to be more sculptural with the building height with better quality materials and a central heating system. Amenities are located on the 2nd and 5th floors. Bedford Street will be activated with lobbies, 2-story walk-up townhomes with front porches, and a semi-public coffee shop. Because there is not as much usable space on the first floor with these amenities, parking is being pushed to a mezzanine level. Parallel parking will be placed along the street with a bus stop at the intersection, as well as entries to both the north and south lobbies. To create a more urban edge they are mixing materiality and extending the building into the streetscape on the base level with undulating raised planters that jog both in and out and up and down. On the Mifflin Street side they have an opportunity for a narrow bioswale with a larger planter and integrated bench closer to the southern lobby that creates a nook for all the bicycle parking along the Mifflin Street frontage. An interior courtyard is located atop level 2. Brick, metal panels and fiberboard are proposed building materials. The neighborhood has expressed an interest in a more varied, colored material palette.

Comments and questions from the Commission were as follows:

- Have you met resistance with the fiberboard?
 - They want confirmation.

- My concerns are that this becomes a very comfortable place to walk and there are places on Park Street where you just don't want to be, because the building is so close to the curb. I think this is set up a little bit differently but that is important to the success of the neighborhood.
- What are the trees you're thinking about on the 2nd floor? They should be tall enough to keep people from feeling like they're in a fishbowl. Those will be critical selections.
- You want trees that are significant enough to seem to continue the urban forest.
- Very impressed.
- I think it's really nice. I appreciate the discussion and the sculptural composition. The only thing I'm thinking is this is where the City grid shifts. I'm just wondering if that tower element could be something special. This little corner could be something distinctive with the grid shift and the views.
 - At night it will have that.
- I'm so glad this isn't what we usually see. We're tired of a City of beige.
- Very nicely pulled together. It's very thoughtful on the street edge.

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 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 114 North Bedford Street

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

General Comments:

- Celebrate City grid shift along Bedford with distinctive tower element or expression.
- Don't claim a native design if the actual design material doesn't follow through.