

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** April 22, 2015

TITLE: 25 West Main Street/115-126 South
Carroll Street – PD(GDP), New Mixed-
Use Building with 88 Apartment Units. 4th
Ald. Dist. (34690) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: William A. Fruhling, Acting Secretary **ADOPTED:** **POF:**

DATED: April 22, 2015 **ID NUMBER:**

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

SUMMARY:

At its meeting of April 25, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PD(GDP) for a new mixed-use building with 88 apartments located at 25 West Main Street/126 South Carroll Street. Appearing on behalf of the project were David Jennerjahn, Tom Daly, Brad Binkowski and Mark Binkowski. Brad Binkowski gave a brief overview of the timeline of the project. The scale and massing are the same as the Commission’s previous review, with more cohesive architecture to relate to the surrounding context. Based on the Planning Division staff report, the development team has worked with Traffic Engineering on the entrance and exit, and added significant retail on Hamilton, Carroll and Doty Streets to energize that area. They pulled back from the property line abutting the Baskerville. Terra cotta panels and copper accents are proposed with intermittent columns that are copper colored. The openings on the residential levels are smaller to give it a more residential feel to that portion of the building, as well as relating to the windows on two adjacent buildings. Sloped elements have been added at the lower and upper levels, and give an active street view as you move up and down this new retail experience. The building is stepped back further at a lower level along the Baskerville to give them as much light, air and room as possible. Spandrel glass panels are also incorporated. Building material samples were shown.

Jonathan Cooper, representing the Bassett District of Capitol Neighborhoods, stated that the updated plans were well received. He stated that Alder Verveer has scheduled a meeting for the neighborhood to see the final iteration.

Comments and questions from the Commission were as follows:

- In terms of the staff report we could comment that we find the balconies appropriate, particularly on Carroll Street. Considering that there’s a fairly broad street on Carroll, and you have the trees, it doesn’t seem to be a big blocking of that viewshed. And they imply that residential character to this area of downtown, which is unique.

- The detail on the frames, on the top of the second floor is very elegant and adds a whole other richness to the building. The use of textures in such subtle ways marks a really distinguished building versus “just another thing.” Even in a modern idiom, a very fine texture is very important.
- The other thing is the street itself, and the sidewalk looks to be 12-15 feet, have you talked to Forestry about urban trees? It looks like from the way this is drawn that you’re going to have some canopy trees? Consider taller trees, whether they’re columnar or not, but get away from the shorter trees which basically screen. Not necessarily large shade trees, but get something that has some size. Rather than having individual tree pits for each tree, you can get tree grates that are easy to walk on and drive on. Work with Forestry and see if you can’t expand the façade with something that would give that much more open area for the trees. Expand that distance with the tree grate.
- The spandrel seems fine as does the spacing. Spandrel seems appropriate on that façade, particularly with the adjacent balconies, there’s definitely life and activity on that façade.
- This is outstanding architecture that the City will benefit from.

ACTION:

On a motion by Harrington, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided for the landscape plan to return to the Commission once it is prepared.

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 9 and 10.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 25 W. Main St./115-126 S. Carroll St.

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	9	10	-	8	-	9	10	10
	7	7	-	-	-	-	9	9

General Comments:

- Nice, subtle details and elegant restraint.
- Great project!