

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION	PRESENTED: December 15, 2014
TITLE: 114 Bedford Street – Multi-family Housing Adjacent to a Landmark – Doyle Administration Building. 4th Ald. District. Contact: Melissa Huggins (36432)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Amy Scanlon, Secretary	ADOPTED: POF:
DATED: December 15, 2014	ID NUMBER:

Members present were: Stu Levitan, Chair; Erica Fox Gehrig, Vice Chair; Christina Slattery, Jason Fowler, and Michael Rosenblum. Marsha Rummel and David McLean were excused.

SUMMARY:

Melissa Huggins representing CA Ventures, registering in support and wishing to speak.

Christopher Johnson, representing CA Ventures, registering in support and wishing to speak.

Joe Herzog registering neither in support nor opposition

Tim Chinnock, registering in support, wishing to speak and available to answer questions.

Huggins explained that the project team would appreciate receiving comments from the Landmarks Commission. Johnson briefly introduced the project and project team. Chinnock and Herzog explained the proposed design considerations, massing, building siting, interior layout, materials and context.

Staff explained that this project requires conditional use approvals and that Planning Division staff did not feel that the conditional use standards were being met by the proposed design so a letter was sent by Director Cover to request that the project not begin the approval process. The proposed project received an Informational Presentation. The Landmarks Commission generally discussed the proposed project related to the adjacency ordinance language (28.144) and provided the following comments:

Levitan explained that more design relationship to the Washington Grade School would be appreciated, but not to the level of being reductive. The curved glass corners show respect to the Washington Grade School, but that design feature should be better rendered. The construction of the proposed building would promote the erosion of the Mifflin neighborhood by accelerating the neighborhood redevelopment process. The use and placement of brick is successful in design.

Gehrig explained that the proposed building is far enough away from the Washington Grade School and that the proposed massing and overall building appearance does not seem too large or visually intrusive. The design of the proposed building sits nicely adjacent to the Art Deco inspired landmark.

Slattery explained that design details are not in the purview of the Landmarks Commission and that the proposed building seems too large for the context and the landmark. Some height would be fine, but it is currently too large and the design (massing, setback and materials) needs to better relate to the landmark building.

Rosenblum explained that the proposed building is too large and visually intrusive. The height should be reduced to be more appropriate to the landmarks and to the context. The context of the Mifflin neighborhood is worth retaining. The reasoning behind the massing decisions are logical, but the building is too large.

Fowler explained that he agreed with most of the comments that had been made by the other Commission members and that adding more brick might make the building look bigger. Appreciates the current articulation of the large mass.

Alder Verveer arrived as the discussion was concluding and did not provide any comments.

ACTION:

No action was taken.