

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 29, 2016

TITLE: 510 University Avenue (432 West Gorham Street) – Modifications to the Previously Approved New 12+ Story Mixed-Use Project, “The James,” Formerly “The Hub at Madison II” with 348 Apartment Units, Approximately 8,740 Square Feet of Retail and 2,992 Square Feet of Flex Space. 4th Ald. Dist. (36901)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 29, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Michael Rosenblum, Lois Braun-Oddo, Tom DeChant and Richard Slayton.

SUMMARY:

At its meeting of June 29, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to “The James” located at 510 University Avenue (432 West Gorham Street). Appearing on behalf of the project were Brian Munson, representing Core Spaces, LLC; and Tai Maki.

Munson presented a summary of all of the changes to the project, with items needing changes according to the Commission. Specific areas include the rooftop deck, the upper level plaza and the green roof tray system. On the Gilman Street façade, removal of the solid infill vertical bands had been proposed, which was subbed out back to a solid infill panel. Residential entries were consolidated into one entry with one smaller canopy, where the canopy has been extended to the full bay between the middle channel columns. The pool deck has been redesigned so as not to wrap around the entire area, with planters signifying separate outdoor living functions. A four-foot band around each terrace containing shrubbery and greenery has been moved to the 12th floor to allow it to grow and mature; the green roof will be placed on the lower decks along with planters. A small air handling unit is shown between the mechanical space and elevator over-run with a proposed screen to match the height of the existing mechanical units.

This is conventionally zoned, and the signage package has to be determined by Matt Tucker, the Zoning Administrator as being consistent with that zoning; we don’t know that. The assumption was similar to what was done with “The Hub,” which was Comprehensive Design Review, which is a separate application and requires public notice. Unless the signage is consistent with its applied zoning, the signage package will have to return to the Commission.

ACTION:

On a motion by Goodhart, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for approval of the architectural changes and the lighting plan, subject to staff approval. The signage plan shall return for a Comprehensive Design Review.