

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION      **PRESENTED:** October 3, 2012

**TITLE:** 306 West Main Street – PUD(GDP-SIP) –  
11-Story Apartment Building. 4<sup>th</sup> Ald. Dist.  
(27412)      **REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** October 3, 2012

**ID NUMBER:**

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

**SUMMARY:**

At its meeting of October 3, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 306 West Main Street. Appearing on behalf of the project were Joe Alexander, John Seamon, Justin Frahm, Adam Winkler and Att. Bill White, representing The Alexander Company. Seamon addressed the concerns about the metal panels by altering areas of the building, particularly the bay areas where they thread this project with 309. The change has been applied to the color palette on other areas of the building as well. They have made a stronger presence with the punch openings by making them larger. Metal material samples were shown consisting of burnished masonry block and three profiles of metal panel including ribbed, flat seamed with a reveal and corrugated in two shades, which will give a nice effect relative to shade and shadow with a light, refreshing response to the 309 context. Renderings of the front entry show the glass box being wrapped (ceiling and wall) in wood which will be very visible from the street. The turf has been substituted for different color pavers and consolidated plant materials. Species used will create large distinctive massings in 4-5 feet in height and still transparent enough to see through to the building materials. They have not made any changes relative to the loading dock.

**ACTION:**

On a motion by O’Kroley, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-1) with Goodhart voting no.

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 7, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 306 West Main Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	8	7	-	-	7	8	7
	-	-	-	-	-	-	-	7
	7	8	8	-	-	7	8	8
	7	7	7	6	6	7	8	7

General Comments:

- Excellent landscape refinements.
- Main entry unbalanced and mostly unchanged from last submittal – not well integrated into otherwise nice design.