

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 8, 2013

TITLE: 729-749 East Dayton Street – PUD(GDP), Multi-Family Residential Project with up to 190 Units. 2<sup>nd</sup> Ald. Dist. (30037)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 8, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Henry Lufler, Ald. Lauren Cnare, Tom DeChant and Cliff Goodhart.

**SUMMARY:**

At its meeting of May 8, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP) located at 729-749 East Dayton Street. Appearing on behalf of the project were Joseph Lee, JLA Architects; Paul Marotte, Patty Prime and Bridget Maniaci. The proposal is a 4-story building with a small amount of fifth floor space that is stepped back. The building will wrap a central parking deck with 2 or 3 levels of parking. The total density proposed is 190 units with a parking ratio of 1:1 to 1:3 with a mix of one, two and three-bedroom units, and the possibility of live/work units on the ground floor. The parking deck would be accessed from Livingston Street based on the numerous neighborhood meetings and meetings with Planning staff. One large entrance lobby will be placed on the corner of Livingston and Mifflin Streets, and a secondary one off of East Dayton Street. The ground floor units will be accessible from the street. A courtyard space is proposed off of the third floor, along with possible green roof amenities. The length of the building has afforded them the ability to create urban courtyards along Dayton and Mifflin Streets to break up the building. Dayton Street has a 10-foot setback with a more traditional “Chicago” walk-up style architecture. From half the block of Livingston back to Mifflin Street is a more contemporary architectural style.

Patty Prime spoke in support, noting that the neighborhood will be putting together a letter of support.

Comments and questions from the Commissioners were as follows:

- The one wall that faces The Constellation, what are the people using those porches going to see?
  - The Constellation has townhouses that face the neighbors. It’s an opposing building but not conflicting.
- Please include The Constellation in at least your elevations the next time you come back. I would do the same with the Market Row, show that in elevation and how any lines of your elevation are going to address or not address that large horizontal overhang they have. Ironically on the other side on Dayton you have the very vertical Das Kronenberg so I would show that in elevations, if you have any lines you’re tying in or if you’re not.

- I would like to see how, since you changed the architecture, how does that relate to the townhouses of The Constellation. What's the street vista, what kind of block have you created?
- It looks like it's too repetitive. The idea is not to replicate this as a concept.
- Need to provide a collection of buildings (varying façades) on Mifflin Street with related design features rather than the same building façade, courtyard, same building façade, courtyard; alternating pattern.
- Think about the location of your bicycle parking/ease of parking, Mifflin Street is bicycle row.

**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 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 729-749 East Dayton Street**

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

General Comments:

- Nice scale and street presence.
- Really like it. Need to see context of Mifflin and Dayton vistas.