

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 1, 2010
TITLE: 517-523 East Main Street - PUD(GDP-SIP) for a 21-Unit Building. 6th Ald. Dist. (18842)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 1, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

At its meeting of September 1, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 517-523 East Main Street. Appearing on behalf of the project were Bruce Simonson, Patrick Hannon and Lance McGrath, all representing LT McGrath, LLC; Jim Skrentny, representing the First Settlement Neighborhood; and Carol Crossan. Simonson responded to the Commission’s previous comments and how they’ve been addressed. The door and window pattern has been rearranged to center on the building, the main entry has been centered, many of medallions have been eliminated to simplify, the mechanical and trash rooms have been eliminated to make room for possible usage of a green roof, the basement windows have been centered to the windows above. He then presented materials including the main body brick for the building, which is very similar to the brick of the Capital Heating Plant to the north. Accent brick with high contrast was shown giving it a tighter range. The split face stone at the base of the building will be a Renaissance material with café coloring. The only change to the site plan is the removal of the mechanical/trash room to accommodate landscaping, with the mechanicals to be centered over the corridors. The bike parking has been relocated from Blair to the side entrance. Comments from the Commission were as follows:

- The medallions to the right of the entry aren’t quite centered.
- Not sure that the hardi-lap siding has any permanence on the wall returns of the balcony. The returns on the wall concern me more than the deck. Those will be visible and could cheapen it a little bit.
- The parapet is not tall enough to screen the mechanicals when you consider the taller buildings around this one, and future taller buildings that will go up around this building.
- Are you using different pier sizes on the Blair Street elevation? I would make them all the same size.
 - Pier sizes do vary and that’s the nature of residential architecture. The floor plans do drive this.

Jim Skrentny, representing the First Settlement Neighborhood, spoke to the neighborhood’s appreciation for this building. They are pleased to see the removal of the side bump-out. With sufficient brick return they now like the balconies. The material of the foundation is much more appreciated. They are very happy with the material choices and the patina of the brick choice. He mentioned some apprehension to the projections, and would like to know what the windows will look like.

ACTION:

On a motion by O’Kroley, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for the following:

- Study the pier sizes to see if they can become consistent adjacent to the center balconies on the Blair Street elevation.
- The material selections generally are acceptable, with the material selection of the elevator over-run to return to staff.
- Use a flush material instead of hardi-lap siding on the returns of the balconies such as metal panel, hardi-panel with a flush butt joint or alternative outside of EIFS with material similar to that in the returns of the balconies for the elevator over-run. The framing members for balconies should be a heavy timber (3x) with a darker stain, not treated.
- Look at the medallions to the right of the entryway and make them centered on the Main Street elevation.

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 6, 6.5, 8, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 517-523 East Main Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	6	6	-	-	-	6	6
	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	8
	6	6.5	6	-	-	6	7	6.5
	7	7.5	8	-	-	-	8	8

General Comments:

- Very nicely done.
- Great infill – improved with removal of mechanical/trash room and refinement of medallions.
- Brick medallions still seem too numerous to me.
- Great building! (and landscape)