

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 9, 2008
TITLE: 303 North Hamilton Street – PUD-SIP for 69 Units in a New Building with 3-Units in an Existing Structure to Remain. 2 nd Ald. Dist. (09653)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 9, 2008	ID NUMBER:

Members present were: Bruce Woods, Marsha Rummel, Todd Barnett, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of April 9, 2008, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD-SIP located at 303 North Hamilton Street. Appearing on behalf of the project were Ed Freer, Phil Hees and Dave Kaul, representing McBride Companies.

Detailed review of the modified plans noted the following:

- Shorten the wall at Hamilton. The shortening of the retaining wall at the sidewalk's edge along North Hamilton Street in combination with the creation of the space adjacent to the sidewalk area for moped parking a grade. In addition, it's proposed to replace the location of the existing terrace and sidewalk to increase the green buffer around the building perimeter.
- The exit entry to lower level parking has been redone to better minimize grade issues.
- Existing trees are to be maintained within the terrace around the perimeter of the sight, especially with the elimination of existing curb cuts along North Hamilton Street.
- The review of the architecture emphasized the use of burnished concrete masonry units, EIFS, cement board siding and composite aluminum panels.
- The stair tower entry on North Hamilton has been re-oriented to expose part of the previously obscured portions of the Pinkus McBride building.

Following the presentation the Commission noted the following:

- Provide an additional tree on Johnson between the entry stoops.
- Questioned the utilization of perennials as planting adjacent in relationship to door stoops.
- Consider short shrub beds: require less maintenance.
- Issue with bike parking on lower level, again within an enclosed parking structure, stuck in north-westerly corner away from access entry.
- Relative to the East Hancock façade, like stoops provide a prospective rendering on details, return for final approval.

- Concern with the corner treatment of the building as relates to Hancock Street , Johnson Street, especially Gorham Street. Reiterate the area consideration for the use of a flatiron design. In regard to the issue, Woods acting as chair spoke to issues raised in previous reports of this item requesting a flatiron design consideration for the street corners of the building as noted with approval of the PDF and GDP. It was further noted that the design doesn't fit well at the corner of Lake and Johnson outside of alternatives for alterations to the building façade to better relate as corner treatment consideration for terrace or extended balcony treatment should be considered.
- Building entry as designed does not project its row as entry to a large building: understated.
- Entry presents a blank wall when viewed against the adjacent Pinkus McBride building.
- Concern with the width of the 38 foot wide drive aisle entry, reduce width to align with width of the driveway apron.
- Concern with exposure of unit above drive entry and views.
- Form of stair tower and large mass could be more transparent; more glass, more welcoming, invites use.
- Look at a switch in the dumpster zone location vs. the entry.
- Do something different with the corner treatment of the building.

ACTION:

On a motion by Barnett, seconded by Wagner, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (6-2) with Cosgrove and Ferm voting no. On a motion by Barnett, seconded by Wagner initial approval was granted contingent on the following:

- East of the entry at Hancock in terms of mass location and materials and courtyard feature, look at entry drive (narrow) with more breathing room to the building.
- Provide alternative to Hancock, Gorham, and Johnson Street corner building treatment.
- Provide architectural details at corners between cement siding and EIFS.
- Refine massing of building architecture at the corner of Hamilton and Hancock Streets relative to massing form and details to be further developed.

The motion passed on a vote of (6-2) with Ferm and Cosgrove voting no. A previous motion of Barnett, seconded by Slayton failed on a tied vote of (4-4) with Barnett, Woods, Harrington, Slayton and Wagner voting in favor and with Rummel, Harrington, Cosgrove and Ferm voting no. A previous motion by Ferm, seconded by Rummel to reject the project based on the lack of address of building/corner issues failed on a vote of (4-4) with Barnett, Rummel, Ferm and Cosgrove voting in favor and with Woods, Harrington, Wagner and Slayton 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 6, 6, 6, 6, 6.5, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 303 North Hamilton Street

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

General Comments:

- Address balconies at Gorham corner and entry next to Pinkus McBride.
- Flat iron and stair tower entry to be studied.
- Gorham and Hancock and Hamilton lacks sufficient presence for prominent corner across from park.
- Evaluate existing ash trees for health/potential replace. Barberry OK, but only for its barrier qualities in this application.
- Great improvement! Interesting landscape plan and materials.