

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 17, 2011

TITLE: 722 Williamson Street (300 Livingston Street) – PUD(GDP) for a 34-Unit Mixed-Use Building. 6th Ald. Dist. (23566)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 17, 2011

ID NUMBER:

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

SUMMARY:

At its meeting of August 17, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP) located at 722 Williamson Street. Appearing on behalf of the project were J. Randy Bruce, representing The Rifken Group, Marty Rifken and Lindsey Lee. Bruce presented plans for the site that is now covered with surface parking. He presented photographs of the surrounding buildings which are older and industrial in nature. The site is subject to two planning districts: The Willy Street BUILD II Plan, and the East Rail Corridor Plan; they both happen to overlap on this spot but they both have the same recommendations of 5-stories and structured parking up to 85-feet in height. Preliminary elevations show 5-stories with a one-story step down and a rooftop terrace, masonry allowing for the 5th level and certain vertical sections of the building to be done in metal siding. Bruce noted that the project has been presented to the Landmarks Commission on an informational basis with general comments suggesting openings that are more similar to the existing buildings in the area. Barnett suggested breaking up the windows and providing more of a variety, including looking at proportionality of fenestration as it relates to other buildings in the area and mixing up pattern of window, in addition to layering building horizontally rather than vertically. Smith suggested a building with one or two complementary colors that is in keeping with other surrounding architecture. Lindsey Lee spoke in support of the project, noting that the neighborhood supports moving more density to the community. Slayton said to look at angled parking by the bike path and connect to adjacent parking with a one-way drive aisle. O’Kroley commented on the building materials and the proportion not being quite balanced. Rummel mentioned issue with context and the surrounding landmark buildings, as well as relating the site to the bike path.

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 ratings for this project are 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 722 Williamson Street

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

General Comments:

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