

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** December 7, 2011

TITLE: 701 & 737 Lorillard Court and 159-171 Proudfit Street – PUD(GDP-SIP)
Apartment Building with 115 Apartments. 4th Ald. Dist. (24693)

REFERRED:
REREFERRED:
REPORTED BACK:

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

DATED: December 7, 2011 **ID NUMBER:**

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

SUMMARY:

At its meeting of December 7, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 701 & 737 Lorillard Court and 159-171 Proudfit Street. Appearing on behalf of the project were David Jennerjahn and Tom Daly, representing Valerio Dewalt Train Associates; and Chris Schramm, representing Urban Land Interests.

Schram presented information for what had been previously approved for office development. The plans now call for a residential development. This is absolutely not intended to be a student housing project as was stated in the newspaper. The project has a real focus on design for something more contemporary, tech-friendly and modern. Common amenity spaces are also elements of the design. The design will complement the historic surroundings but bring a modern touch. The developer has had meetings with the surrounding neighborhoods and initial feedback has been very positive. The site is challenging due to train tracks and bike tracks to the east, the Tobacco Warehouses to the north, single-family homes and a park and Monona Bay to the south. There is a 15-foot easement for greenspace along the front. None of the traffic patterns will be changed surrounding the site. Almost all of the parking is underground enclosed by the building. They have been sensitive to the scale of the edges of the site and proposed a change in scale towards the east to the tracks. The main entry to the building is at the top of Lorillard Court, creating a visual link through the court. The floor plans include common areas off the main entry, spaces with soft seating, a small kitchen, a small fitness area, an enclosed dog run with a dog washing station, and a bike room with a bike maintenance bench for the residents that would fit about 50 bikes. Views from surrounding area were shown to get a feel for the façade and scale of the project. Brick and industrial type windows are being used as a takeoff on the Tobacco Warehouses without mimicking it. The ends have been done in more of a pavilion style and becomes lighter at the end while relating to the masonry façades.

Comments and questions were as follows:

- Very exciting and energetic. I don’t think you can see the lake from the courtyard of the Tobacco Warehouses. Explore better lighting for a better connection.

- Within ½ a mile of this location is a dog park. The dog run is great for a person running their dog but watch dogs play and see how they interact. The long and narrow area might not work.
- The stairways at Proudfit need some work.
- The pavilion works wonderfully.
- Terrific start. It's a pleasure to see something this forward thinking.
- The overall site plan makes good sense.
- Right now pieces are a floor plane rather than a wall.
- I like the window pattern and I can tell that you're picking up on the ridging pattern. The masonry gives it great texture.
- I like the fact that you're thinking about giving this a front door. Because of the site and being in the middle of crook ends makes sense. What about smaller walk-outs or porches and the you have entry points to the garage. Or you borrow a space or two from the garage and then you have an entry point for that unit.
- Wow.
- The water infiltration system you had shown us on the previous iteration of plans was very impressive.
- The level of detail and refinements you've made, you can tell it's done with a thoughtful hand and reflect your big goals. Well done.
- The south windows are good but the north windows leave some question.

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 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 701 & 737 Lorillard Court and 159-171 Proudfit Street

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

General Comments:

- Great direction.
- Excellent start.
- Interesting! Needs stormwater plan. Shading on north building overhangs.