AGENDA #1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 15, 2012

TITLE:

636 West Wilson Street; 633 & 639

West Doty Street – PUD(GDP-SIP) for

West End Apartments, Five-Story

Building With 60 Residential Units. 4th

Ald. Dist. (24852)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: February 15, 2012

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Melissa Huggins, Richard Slayton, John Harrington, Melissa Huggins and Henry Lufler.

SUMMARY:

At its meeting of February 15, 2012, the Urban Design Commission GRANTED FINAL APPROVAL of a PUD(GDP-SIP) located at 636 West Wilson Street and 633 & 639 West Doty Street. Appearing and speaking on behalf of the project were Lance McGrath, Paul Cuta, Marc Shellpfeffer and Patrick Hannon. McGrath gave an overview of the project and noted the change in name to 640 West. The site is currently an empty gravel lot which requires no demolition. The building is four levels of residential with two levels of parking, the first level being at grade effectively making this a 5-story building, which is compatible with the Downtown Plan, for a total of 69 units. Seventy-two parking stalls for automobiles and 90 bicycle stalls are proposed. They are working with Focus on Energy to make this as energy efficient as possible. They've been working with the Bassett Neighborhood and have received positive feedback. Cuta talked about this being an energy site where the urban fabric meets the rail corridor/bike path. The site bridges two streets which gives the building a 360° view. The first item tackled was access to the site, initially on Doty Street and eventually on Wilson Street. The entry plaza at the southeast corner is the main entry to the building, it allows a fire truck to pull up and it provides a loading zone for the building. The expansive concrete is broken up with a series of planters with different finishes in the concrete to make that more interesting and lively. Materials from the plaza will be tied into the building walls and accents. A bio-filtration area catches all the roof stormwater and much of the water from the site, which overflows to West Doty Street. Cuta touched on the creation of interesting architecture in relation to the site. As you approach on West Wilson to the main entry, an orange colored metal "L" shaped skin catches your attention and holds the scale to the bike path, giving that elevation layers. Comments from the previous meeting talked about opening up the entry so it is more identifiable; the orange becomes the component that identifies public or key spaces in the building. The darker masonry materials going up the building reveals more of the standing seam metal and shimmer that plays with the light and texture created by the shadows. This creates a rhythm along the bike path. At the north end of the building there is a separate entrance dedicated to bicycle storage with the possibility of a bicycle workshop. The garages will be similar to Nolen Shores, allowing light to spill out of the garage space as a glow while not having to see all the storage inside the garages. Signage proposed would be identification from Proudfit Street with backlit cut aluminum letters in a vertical read. The entry has two sign areas reading "640 West" and some building numbering on the cast concrete wall. Both signs on the building would be backlit for a glow effect. All the apartments have

exterior space, differing in size and elevation given the step down of the building and breaking down the scale on the residential fabric side of the building.

Comments and questions from the Commission were as follows:

- I'm going to challenge you to rethink the arborvitae. Maybe you can combine some other grasses; the arborvitae may have this mass that doesn't enhance the building and the building isn't really going to be buffered by it. Play with grasses that will have more movement.
- Concrete 4'x4' squares would be more appropriate than stone steppers for this project, placed somewhat arbitrary, maybe with partial hedges. A stepper is too residential for the power of this building.
- I like the project. I would suggest, because of your strong geometric form, I would make the path more geometric. Canopy trees would help that hedge line and play with those linear bays of plant material.
- The building is so strong. It has its spirit, it's industrial in terms of materials, it's almost refining the angles of your landscape to reflect more of that industrial quality of the site and "toughen it up" a little bit. The motion implied in the architecture and followed up with the landscaping is wonderful.
- Is there any way to make the concrete pad smaller?
 - o It's required for the hose movement so we need to provide a 20-foot wide condition that is hardscape that can handle a fire truck. The paving will be a mixture of colors and won't be just a broom finish concrete. The idea is to create a better texture in the plaza area.
 - o The placement of the railroad corridor also dictates where the concrete pad is placed.

ACTION:

On a motion by Slayton, seconded by O'Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion required address of the above landscape comments.

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 7.5, 8, 9 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 636 West Wilson/633 & 639 West Doty Streets

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-		-	10	-
	6	8	6	-	-	6	. 8	8
	**************************************		-	_		-		9
	8	8	6.5	7	7	7	8	7.5
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General Comments:

- Outstanding character and motion to this building, true to the site. As you define landscape in the same dialog as the architecture, consider angle of accent bands → City. Grid or industrial grid? Treating loading/drop-off differently accentuates path to entry and not through site. Consider use of lighting/metal on the grand plane to continue the reflecting of the iron spot/metal.
- Great project.
- Excellent.
- Nice addition to this area.
- Orchid!

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 21, 2011

TITLE:

636 West Wilson Street; 633 & 639

West Doty Street – PUD(GDP-SIP) for West End Apartments, Five-Story

Building with 60 Residential Units. 4th

Ald. Dist. (24852)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 21, 2011

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O'Kroley, Melissa Huggins and Richard Slayton.

SUMMARY:

At its meeting of December 21, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 636 West Wilson Street; 633 and 639 West Doty Street. Appearing on behalf of the project were Paul Cuta, Marc Shellpfeffer and Lance McGrath, all representing LT McGrath, LLC.

Grath noted that the project is called the West End Apartments which is a 60 unit rental building at the West Wilson Street dead-end on bike path. Bike parking will be provided in the building, in addition to a workstation in the lower level parking garage which also includes racks for bike hanging. They will be back early part of next year and occupancy in 2013. Five stories in residential use. Cuta noted that the site presents an interesting view down the corridor, pinches at midblock and opens further back with frontage on Wilson Street. The sixty-four wide building fronts the rail corridor. An entry plaza will provide for police and fire access as well as access to two levels of parking, one below and one at grade. The facility will hold 90 bike parking stalls within the 2 levels of parking. There will be a masonry base on the long building with a series of larger bays and cement floor and lap siding pulled out. A focus is the orange red color for entry. There will be a fitness and community room. Above the second floor there is an extended terrace. Insets of the balconies create a series of dark shadows and the interplay of the metal, the masonry and cement boarding. There will be 60 units on four floors. There is a slight variation in the units. The window fenestration is different in the units. Security lighting and landscaping is provided along the bike path. Thin slot windows extend all the way down to the parking level to give some light and some landscaping as well. Warm iron kind of brick will offer variety from rest of neighborhood.

Comments by the Commission were as follows:

- Liked the power of orange/red materials.
- Question the stair placement on corner near bike path.
- Not much green space. There are balconies. Utilize space. Maybe 400 or 500 square foot green roof on top, provide elevator or stairs to the roof. Liked orange and dark brick.

- Wondered about putting the light piece on bottom and darker on top. Would give appearance of floating.
- Secure bike parking. Storage units are to be installed with a space for bike in front. Consider providing a bike wash station?
- Lower massing on lower end is nice and brings life to the building. The open space is not fussy.
- Great opportunity with housing along the bike path.
- Warm colors.
- Question the metal panels shaking if and when there are more trains coming through. Maybe add glazing on windows also.

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 is 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 636 West Wilson Street; 633 & 639 West Doty Street

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

- Beautiful tribute to history of the neighborhood in a contemporary uncompromised design.
- Great start.

CAPITOL NEIGHBORHOODS, INC.

MADISON, WISCONSIN

February 13, 2012

Mr. Brad Murphy City of Madison Planning Department 215 Martin Luther King Jr. Blvd. Madison, WI 53703

Re:

636 W. Wilson St. & 633/639 W. Doty St. Bassett District Steering Committee Review

Dear Mr. Murphy,

The Bassett District of Capitol Neighborhoods has established a steering committee to work with the developer of the 640 West Apartments proposal. The steering committee met with the development team on several occasions and there has also been a presentation to the larger neighborhood attended by 35+ people.

Overall residents of the neighborhood are supportive of the proposed use of this site for a residential building. The proposed apartment building appears to be a good use of a somewhat challenging site. There is general consensus that the scale of the proposed 5-story building is appropriate for the site.

The overall design of the proposed building is good functionally and is also visually appealing. Plans for auto and bike parking appear to be adequate and the bike work area is a welcomed amenity. The neighborhood has consistently urged that proposals include at least one bike stall for each bedroom. Given the location of this proposed development next to the Southwest Commuter Bike Path, we are pleased that this proposal exceeds this number of bike stalls.

The front entry area and loading zone present some challenges and we have encouraged the developer to soften the paved loading area with pattern and color. We also would like to see the two overhead garage doors designed so that they are not the dominant feature of the W. Wilson St. end of the building.

Thank you for your consideration,

Jonathan Cooper, for the 640 West Apartments Steering Committee Bassett District, Capitol Neighborhoods