

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 19, 2012

TITLE: 502 South Park Street – PUD, New Construction (The Ideal) in UDD No. 7, Mixed-Use Development. 13th Ald. Dist. (25508)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 19, 2012

ID NUMBER:

Members present were: Richard Wagner, Chair; Henry Lufler, Melissa Huggins, Richard Slayton, Dawn O’Kroley, Tom DeChant and Cliff Goodhart.

SUMMARY:

At its meeting of September 19, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD with new construction located at 502 South Park Street. Appearing on behalf of the project were Scott Davis, representing Plunkett Raysich Architects; Craig Enzenroth, representing The Gallina Corporation; and Rich Strohmenger, representing The Bruce Company. Davis presented updated plans which include changes to the window articulation, and the addition of a canopy covering of the doorway, which is now recessed to the street. Wood grain hardi-panels have been replaced by a smooth panel which should give a cleaner, more industrial look. A silver metal reveal was added between panels. The prior look had the windows flush with the new detailing seen as more revealing. Davis showed fenestration patterning on the transom windows on the first floor to the tower. The courtyard view and entries, as well as Park and Drake Street entry were shown, with two retail entries on Park Street. The fifth floor being open to the sky, as replicated on the southeast corner was seen as unifying the top of the building and giving the element prominence. Davis noted they would like to keep the wood grain fiber cement on the 3-story building. Strohmenger noted the water feature was changed from rounded to square with planters on the outside, giving a wider opening to the street. The planting scheme was changed to add more flowers for color and inviting entry. Along the Drake Street entries, the park benches have been eliminated to allow for more planting space, which will incorporate more unifying elements and more plants. The green roof was discussed. The west will be kept as fenced and grassed with two gates on the side and a promenade courtyard look, which they see as a buffer that will be seen by tenants. Birch trees will line up with building, with some trees needing to be removed. Screening and service berries will be installed under the second floor deck, with flowering shrubs used to soften the building where there are no windows. Along the back no changes have been made.

Comments and questions from the Commission were as follows:

- On the corner at Park and Drake Streets the wall for mopeds is already there; no need for plants there (won’t survive).

Why a fence at all (wall)? Let it be open; issue with cars opening up into it, no need to screen moped area.

- Area in front of porches OK but some of these plants in between are too delicate and too much for the building; needs something more solid such as a “Boxwood hedge,” something that is more of a statement.
- Along west elevation restrict repetition of new trees to those trees that relate to double sections of windows and continue planting bed through fence on northwest corner. The south face is fine.
- On the west side replace three arborvitaes with something stronger. Let the building be your guide. Use a line of lower shrub deciduous plants. Substitute out the “Gro-low Fragrant Sumac and Viburnum Lantana Mohican.”
- Tuck full bay in front rather than duo.
- Need more detail and refinement at the grand plane.
- Need more integration with landscaping; more intent with indoor/outdoor connection at corner.
- Front façade at Park Street should read as three separate pieces.
- Window issue; need more of an industrial feel.
- Issue with symmetry on the front lower levels of the Park Street façade.

ACTION:

On a motion by Huggins, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided for staff approval of address of landscape comments as noted and the following:

- Aluminum storefront windows with casement operation and applied muntins require redesign to achieve the industrial character or feel.
- Refine the ground floor recesses of the tenant entry door on Park Street (study setback of the entire window opening within the bay or detail the storefront system corner). Integrate the landscaping and floor plan at the setback area of the corner entry to create an indoor/outdoor connection at the corner.
- The Park Street façade articulation as three bays requires definition beyond a control joint between masonry piers of the same material and plane; it should read as three separate pieces. The recessed bay adds interest, however, the coining is then applied without relationship to the asymmetrical composition.
- The Park Street corner masonry balcony column requires modification in material/termination/connection to the building; study how to terminate the column.
- Revise the wood grain texture to smooth on the residential portion of the building as well.

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, 6.5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 502 South Park 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	7	5	-	-	6	7	6
	6	6	7	6	7	6	7	6.5
	-	-	-	-	-	-	-	7

General Comments:

- Mass and scale of project appropriate for Park Street. Thanks for sticking with it.