

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 5, 2012

TITLE: 448 South Park Street – PUD(GDP-SIP),
Six-Story Mixed-Use Building Including
Retail and Residential in UDD No. 7. 13th
Ald. Dist. (27550)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 5, 2012

ID NUMBER:

Members present were: Richard Wagner, Chair; Henry Lufler, Cliff Goodhart, Marsha Rummel, Richard Slayton, John Harrington, Dawn O’Kroley and Melissa Huggins.

SUMMARY:

At its meeting of December 5, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 448 South Park Street. Appearing on behalf of the project were Joe Lee, representing JLA Architects; Joseph McCormick and Constantine Choles. Appearing in opposition was Stuart Eckes. Lee presented updates to the project addressing the residential entry by installing a canopy from the residential entry out towards Drake Street, along with some signage and planters to signify that entry and give it a presence on Drake Street. A landscape island at the entry also helps give more of a presence on Drake Street while giving contiguous retail space for the entire building. The fenestration has changed with the addition of windows. The programming of these units, as well as the zero lot line, does not allow for a lot of windows. The loft space has changed to a metal roof. Constantine Choles spoke in support of the project and the revitalization it will bring to the neighborhood. The Secretary noted the memo from Tim Parks of the Planning Division working out details of the rights-of-way. Signage was discussed and determined the Commission would not need to see the final signage package because the current plans show signage locations and it will meet the code. It was recommended that trees Amelanchers be swapped out for Columnar European Hornbeam. It was also suggested to look at the possibility to provide three compact stalls (which would reduce the depth) and use that extra space (3-feet) to provide a greenspace between the cars and the sidewalks which will also make it feel like more than an entry. The ADA ramps should be looked at also. Building materials were discussed; fiber cement panels were discouraged over metal panels.

ACTION:

On a motion by Goodhart, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for the use of smooth fiber cement panel with strong encouragement for the use of metal when possible, especially in the key spot as corner treatment with the use of aluminum frame awning or hopper/windows.

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 5, 6, 7 and 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 448 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	6	-	-	6	7	6
	7	8	7	7	-	6	8	7.5
	-	-	-	-	-	-	-	7
	5	6	5	-	-	5	6	5

General Comments:

- More trees out of planters into turf. Rethink tree species to more robust or upright forms.
- Very nice proposal. Appreciate stronger resolution of residential entry. Attractive design. Good infill.