

## AGENDA # 9

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 19, 2012
TITLE: 304 West Washington Avenue – Demolition and New Construction in the UMX District for an Addition to an Existing Office Building. 4 <sup>th</sup> Ald. Dist. (28617)	<b>REFERRED:</b>  <b>REREFERRED:</b>  <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: December 19, 2012	<b>ID NUMBER:</b>

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

### **SUMMARY:**

At its meeting of December 19, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on demolition and new construction located at 304 West Washington Avenue. Appearing on behalf of the project was Bill Montelbano, project architect. Montelbano presented plans for the Freedom From Religion Foundation to expand their building to address their growth of over 300%. There is an existing 3-story masonry apartment building that they are in the process of acquiring. Because of the slope of Henry Street none of the floor levels line up and the set up of apartment buildings does not allow for the expansion of offices. The intent is to blend with the stucco materials and the Italianate style of architecture. An existing parking area will be changed to additional greenspace due to the new Zoning Code. Basic organization of the building is a mixture of office space with the fourth floor having a 100-occupancy hall. Once the addition is completed they would go back and do a third floor addition to the existing residence and add a cupola.

Comments from the Commission were as follows:

- I wonder if it’s time to say goodbye to the Italianate design elements as proposed with the addition.
- Instead of introducing a third style, maybe wrap it with the prairie style as with existing front addition.
- I strongly agree, I like the prairie piece best and I would go to a simpler vocabulary that uses more of the prairie. I do not like the addition of the Italianate in general. Bumping it up is not good.
- With such large neighbors, think of your addition as a larger mass to hold its own on that corner. It doesn’t have to be as tall, but look at it as a larger composition.
- You’ve investigated to be sure that the existing building can’t be retrofitted for your use?
  - It would be very difficult. It’s got interior bearing walls, it’s already too close to the property line, none of the floor levels match up, it would be tough.
- Don’t bump up Italianate with addition and no need to preserve brackets.

### **ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

The Commission generally felt that the addition should not reproduce the “Italianate” style but emulate the “Prairie” style of the front addition, redo the Italianate portion of the building to be wrapped in a prairie style between the existing front addition and redesigned new addition per the 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 4, 5 and 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 304 West Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	4	-	-	-	-	9	5
	-	4	-	-	-	-	-	-
	-	4	-	-	-	-	6	4
	-	5	-	-	-	-	5	5

General Comments:

- Say goodbye to Italianate and go for the prairie wrap.
- Too many design vocabularies in very tight site. Simplify.
- Different mix of architectural styles.