

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** February 6, 2013

TITLE: 309 West Johnson Street – PUD(GDP-SIP), Mixed-Use Building,
Housing/Retail/Commercial/Fire
Department Spaces. 4th Ald. Dist. (26346)

REFERRED:
REREFERRED:
REPORTED BACK:

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

DATED: February 6, 2013 **ID NUMBER:**

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

*Goodhart and Huggins recused themselves on this item.

SUMMARY:

At its meeting of February 6, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of alterations to an approved PUD(GDP-SIP) located at 309 West Johnson Street. Appearing on behalf of the project were Chris Gallagher of Eppstein Uhen Architects; Steve Holzhauser and Mike Slavish, representing Hovde Properties, LLC.

Chris Gallagher presented minor alterations to a previously approved plan. A slideshow was given to present the changes to the plans. One of the primary problems were small balconies on Johnson Street. The developer and team made a determination that by removing those small balconies gave more livable space to the units themselves as well as create more glass inside the units. Some of the yellow accent color that was not well received goes away. All of the recessed balconies were a shade of green (which has been changed slightly) appear more attractive by creating a random pattern; some of the tops (ceiling) are now white to lessen the impact of the green color. The ground floor on Dayton Street is virtually the same. The projected bay at the Fire Administration entry has been reversed after detailing the stairs, which the team finds more attractive and makes it a more subtle treatment at that entrance. Some windows have been eliminated in the fire conference room to make wall space for a presentation screen.

Comments and questions from the Commission were as follows:

- The plantings should be adjusted to allow for more pedestrian space along the walk.
- I like that you fixed the windows and made them bigger. I like the other version better with more color.
- You need to find trees that better accommodate your architecture.
- Think about the storefronts and how doing something different can change the pedestrian experience along a busy roadway.
- Go for larger trees that eventually will grow over the awning features.

ACTION:

On a motion by Harrington, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0-2) with Goodhart and Huggins recusing themselves. The motion restated that temporary signage shall be approved by staff and the Zoning Administrator.

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, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 309 West Johnson Street

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