

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** May 8, 2013

TITLE: 1924 Atwood Avenue – PUD(SIP), Fifty-
Unit, Four-Story Apartment Building. 6th
Ald. Dist. (29294) **REFERRED:**

REREFERRED:

REPORTED BACK:

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

DATED: May 8, 2013 **ID NUMBER:**

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

SUMMARY:

At its meeting of May 8, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(SIP) located at 1924 Atwood Avenue. Appearing on behalf of the project were J. Randy Bruce, the project architect; and Scott Lewis. Bruce presented changes to the plans to better address the street and railroad tracks. The rotation of some of the mass of the building relates to the rail corridor and provides a bit of interest to the massing on the Atwood Avenue face. The elevations and the material palette were simplified from previous versions; a buff colored masonry is being proposed, using a corrugated metal in dark gray with a red metal fin to define the entry. A small community room/kitchen off the entry to the building will open to the plaza space with planters. Green roof elements were shown with the landscape plan to help define outdoor spaces for the individual units.

Comments from the Commission were as follows:

- The dark color of the canopy piece on the front doesn’t tie in, it almost competes with your strong vertical. You’ve made a great effort on this site in trying to change the form to make it more site-specific. Maybe the articulation could go a bit further, tying the stair to the railroad will be a very nice amenity. Look at upper canopy cornice treatment.
- I like the way the red is special to the bays. This is really nice and elegant, especially in elevation by itself. Maybe just some small columns at the entry would be enough.
- I like the vertical very much. The lower canopy is canted and angled and reemphasizes the twist.
- That top canopy, I’m not quite sure what it’s doing up there. Maybe it’s something in the brick detailing? It adds another layer that almost competes with the other one rather than complementing it.
- Consider removing fin and canopied cornices.
- Push entry under canopy further back and incorporate red side wall.

ACTION:

On a motion by DeChant, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0) and noted that the applicants consider and address the canopy/cornice 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 rating for this project is 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1924 Atwood Avenue

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

General Comments:

- Suggest removal of upper projection and vertical finish. Also push main entry doors inward.
- Improvements to design, the building to site well, clean, contemporary.