

AGENDA # 11

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 8, 2014

TITLE: 300 South Bedford Street – PD(GDP-SIP),
Building Addition, Apartment Building
and Parking Development for JH Findorff.
4th Ald. Dist. (32616) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 8, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Dawn O’Kroley, Richard Slayton and Lauren Cnare.

SUMMARY:

At its meeting of January 8, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PD(GDP-SIP) located at 300 South Bedford Street. Appearing on behalf of the project were Scott Kammer, Brian Reed, Doug Hursh and Mike Dillis, all representing JH Findorff and Urban Land Interests; Anne Morrison, representing Urban Land Interests; Tom Geier and Dennis Grosse. Hursh described the two projects to include an addition to Findorff and an apartment building; the parking requirements for an all office site are too great. An existing curb cut on North Shore Drive leading to a gravel parking lot will be maintained and have access to the lower level of parking from that location. Below grade parking will be shared between the apartments and the office building. The material palette will include brick and stone. The internal break room and a patio will be extended out to activate the corner. The overall concept for the apartments between the Findorff site and the Tobacco Apartments site is modern warehouse, maybe somewhat industrial with punched openings and large windows. The balconies will be galvanized steel hung from the masonry façades.

Comments and questions from the Commission were as follows:

- Maintain the lake view from Dow Court, modify the plan to create a line that gives a view of the lake. Move the pedestrian connection in the parking area to the west to see if you can develop an arcade through the site, and align with the atrium by turning it 90-degrees because this is such a great sight line. In the future when this is filled in it would be nice to have that. You may lose a few parking stalls but you’ll have this green line going through here for pedestrians. Trees or grasses, something more than pavement. I love the architecture.
- If you are going to add again, think about now what do you do with that big butterfly roofline.
- If you are going to add again, think about now what do you do with that big butterfly roofline.

- I think it's great that an institution that's been in town so long is expanding here in the central part of the city, that's commitment.

ACTION:

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