

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 19, 2014

TITLE: 330 East Wilson Street - 6-Story, 35-
Unit Residential Apartment with 878
Square Feet of Commercial Space. 6th
Ald. Dist. (33110)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 19, 2014

ID NUMBER:

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

SUMMARY:

At its meeting of March 19, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a 6-story residential apartment building located at 330 East Wilson Street. Appearing on behalf of the project were Josh Wilcox, Kevin Page, representing Kothe Real Estate Partners; and Mark Landgraf, representing Palladia, LLC. Wilcox presented changes to the plans, which include increasing the height of the first floor, the loading zone and the bicycle parking were changed for circulation issues, and stairs have been added to get out to grade. The terrace area contains three trees, one of which is not in good condition because it has already been trimmed to accommodate power lines; City Forestry is planning on removing and not replacing that tree. The space would then be used for plantings by the developer. The upper level floor plans have not been modified. The possibility of a rooftop terrace exists and will depend on what type of framing system is used. They feel it would be a nice space with fantastic views of the lake. The wood panels have been replaced with metal that patina for a more abstract look. The windows have been simplified to a casement opening on one side, with the sill height brought down to make them taller. The tower element will be some sort of limestone treatment.

The Secretary noted that Marsha Rummel, the District 6 Alderperson raised concerns with this project; there is leveraging going on between bringing projects to the UDC before there are discussions with the neighborhood. She does want this to meet the Downtown Design criteria, of which parking has always been a problem. The screening of the parking is not enough of a gesture to meet that requirement.

Comments and questions from the Commission were as follows:

- When you come back I’d like to see a shadow study.
 - Are there going to be trees where you’re showing street trees or not?
 - We believe we’ll be able to put trees back in there on Wilson Street.
- Just don’t do what’s been done at Sundance, Steenbock.

- It's somewhat of a mockery to display the dead ones when you're not letting us put live ones there. What you create internally is a bit of earth art. Think about that as a sculpture. You're not going to get much light or irrigation. I'd have Forestry talk with us, there's plenty to be done.
- Your centerpiece is almost symmetrical. Did you look at one side being stronger than the other?
 - The way the units lay out it's more functional internally. We had to find our balance point for our entry with the grades, which sets where the stairs are, where the units are. In a perfect world on a flat site I'd prefer it pulled to the west so the front corner is a little bit larger, but the reality of the grades don't make that work.
- See how nicely that plane reads at the sky? Can you get it to do the same down here, by treating this as a different colored material or something, and then instead of hooking your railings into it, can you attach them to the white material?
 - I like the idea of getting rid of the sub-brow at this corner, then letting the light come through.

ACTION:

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

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 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 330 East Wilson Street

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

General Comments:

- Landscape feature needs additional thought.