

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** April 23, 2014

TITLE: 502-504 West Main Street – Four-Story  
Mixed-Use Building with 18 Apartment  
Units, Rezoning to UMX District. 4<sup>th</sup> Ald.  
Dist. (33777)      **REFERRED:**  
**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Jay Wendt, Acting Secretary      **ADOPTED:**      **POF:**

DATED: April 23, 2014      **ID NUMBER:**

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

**SUMMARY:**

At its meeting of April 23, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a four-story mixed-use building located at 502-504 West Main Street. Appearing on behalf of the project was E. Edward Linville, representing Keller Real Estate Group. Linville introduced the project as a “sister” building to “Tuscan Place,” with the developer wanting to duplicate the traditional qualities while using a more industrial grid system, integrating a bit of Europe, a bit of Madison and a bit of industrial into the project. The philosophy of the building is brick book-ends, wrapping around the corners with rusticated block in between and EIFS on the top level. The goal is to bring back a historic aspect with a cleaner interpretation. There is a strong possibility of a market potential on the first floor. They are looking to incorporate a flower rail which would conceal the majority of the magic paks.

Comments and questions from the Commission were as follows:

- I think it’s very handsome. I love the masculinity of it. One thing I question is the tile insets seem a little bit too fussy for this, but I defer to you on that.
  - I think that’s a good potential reference. It’s not real evident but we’re actually going to be doing a metal detail, this will also be more of the nouveau detailing. I think color would have an influence on that too.
- Concealing magic paks will be very important.
- There’s no parking associated with the building?
  - Correct, as is with Tuscan. But the developer has adjacency parking and has accommodated every parking need in the Tuscan.

I think it’s appropriate to encourage public transportation.

Yes. In the Downtown Plan there were two neighborhood nodes that were indicated and this was one corner.

- The change you made from what you submitted with the asymmetrical tower on the shorter façade seems successful. I draws your eye to that corner more.

- I'm curious about the depth of things. For some reason when I saw this I thought French balcony. What if you could get some depth so that from that face (grid face), if your doors or windows are further recessed could you get those magic paks in a return somehow?
  - It's a good thought. I'll certainly look into it, I do like that premise. A lot of it has to do with the skin of the building. These are quite small units and every square inch has value. I realize that's a bit more of a European philosophy, I'm not sure I could do it in all cases. Certainly on the two major façades I could explore that.
- When you come back can you actually show us where all the magic paks would be placed. You've got such a nice rhythm here, it's going to be wonderful. You have created a node.

**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 rating for this project is 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 502-504 West Main Street**

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

General Comments:

- Very interesting start.
- Great start!

June 18, 2014

Heather Stouder  
City Planning  
Madison, WI

Mike Verveer  
Alderson  
4<sup>th</sup> District  
City of Madison      Via Email

Re: Keller Project at West Main and Bassett

Dear Ms. Stouder and Alder Verveer:

I am writing in support of the apartment and retail project proposed by Robert Keller at the corner of West Main and Bassett Streets which will be coming to the Plan Commission and the City Council this month for final approvals.

Designed by Ed Linville, Linville architects, this project will be a most welcome and needed addition to the Bassett Neighborhood providing quality housing and related retail support for neighborhood residents.

As you know, Delta Properties has long been involved in the preservation of a number of Bassett Neighborhood properties in the Main Street corridor and we understand the difficult thought process that goes into a decision to demolish and build new. It is our understanding that the Keller family has carefully analyzed the limiting conditions of this particular site:

- i.e a very small brick building with numerous structural defects,
- the substantial cost of moving such a structure,
- the cost of acquiring a nearby vacant lot, and
- the cost to reset the building with new utilities and complete refurbishment.

The feasibility of the proposed concept of relocating this building rather than deconstruction is unlikely.

The Keller family has a distinguished record of building complementary new construction in the neighborhood. The Keller family deserves your full support for this well designed and complementary neighborhood project.

Thank you for your consideration and affirmative recommendations to all approving bodies.

Sincerely,

Delta Properties

By: John Koffel,  
Partner

Madison Plan Commission Via  
Heather Stauder Planner

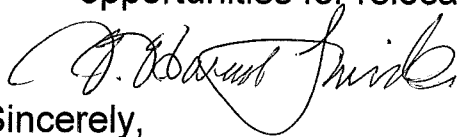
Subject: Nouveau Project 502-504 W. Main

Members,

At the June 9<sup>th</sup> Plan Commission meeting Keller Real Estate Group proposed a deferral of the above project to the June 23<sup>rd</sup> Plan Commission meeting to allow further exploration of a suitable candidate and site for possible relocation of 502 W. Main.

To these efforts the Keller Real Estate Group Have:

- List the building on local and regional Craigslist and historically linked sites.
- Received quotes from respected relocation firms who have moved several central Madison structures
- Responded to legitimate inquiries
- Authorized the project Architect to meet with City Planner Heather Stauder and Preservation Planner Amy Scanlon
- To explore potential sites
- Reached out personally to the development community regarding site or opportunities
- A commitment to continue these efforts and other legitimate opportunities for relocation



Sincerely,  
E. E. Linville  
Architect