

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 7, 2015

TITLE: 2500 Winnebago Street – PD(SIP), Two 4-
Story, Mixed-Use Structures with **REFERRED:**
Underground Residential Parking in UDD **REREFERRED:**
No. 5. 6th Ald. Dist. (35780) **REPORTED BACK:**

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

DATED: October 7, 2015 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Richard Slayton, Cliff Goodhart, Sheri Carter and Lois Braun-Oddo.

SUMMARY:

At its meeting of October 7, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PD(SIP) for two 4-story, mixed-use structures with underground residential parking in UDD No. 5 located at 2500 Winnebago Street. Appearing on behalf of the project were Mark Smith and Marc Ott, both representing Gorman & Company, Inc. The team worked with City staff on the patterns of buildings, entrances and openings and activations. Building materials include masonry and fiber cement panel with exposed track in a deep blue on one building and red for another, lighter brick, base block, corrugated metal in a vertical pattern, lap siding for the residential components in gray/blue and red/blue combinations. Cloth awnings are proposed for storefronts.

Comments and questions from the Commission were as follows:

- I like the design.
- The one element I’m having a hard time getting past is the bump-out that really doesn’t go back into the building, it’s really 2-dimensional.
 - We’re still stuck a little bit; in one of the meetings we had with City staff (Jay Wendt, Katherine Cornwell, Al Martin) they said this being your apartment entrance needs to be proud and the tallest element that comes out the farthest. That’s how we arrived here.
- Nonetheless, you still have achieved the pedestrian experience without the cap. It just looks tacked on.
- It just doesn’t make sense. There’s no rational reason for it.
- I’m not sure using the plank, rather than continuing to use the metal where the plank is...
 - It’s the A, B, A, trying to make a distinction between the two.
- The metal does bring some continuity to the entire structure.
- The coping change is nice. Now that you have the corrugated backdrop to everything, you do still have the ability to play with the roof from a little bit at the balconies. If you do want this long continuous line, maybe these don’t have a ceiling. You have another layer at your discretion you can work with.

- The awnings are far enough apart that they could both be blue.
- There was a lot of discussion with staff about the design that may not be consistent with the members of the Commission. The applicant has gotten some delays from that; the final decision is the Commission's.
- Are you looking at more pockets of landscaping or a complete surround?
 - There are pockets up against the building, we're not just wrapping it with foundation plantings, it's kind of a more commercial look and feel. We really worked on the areas down by the garage.

ACTION:

On a motion by Goodhart, seconded by Carter, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided that the roofline comments be addressed, as well as the consistency of sun shade elements and tree canopy, elimination of hardi-plank in favor of metal panel.