

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: September 4, 2019 |
| TITLE: 9604 Wilrich Street – Alteration to a Previously Approved Development, Building #4 of Paragon Place. 9 th Ald. Dist. (56304) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Janine Glaeser, Secretary | ADOPTED: POF: |
| DATED: September 4, 2019 | ID NUMBER: |

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Christian Harper, Rafeeq Asad, Jessica Klehr, Shane Bernau, Craig Weisensel and Syed Abbas.

SUMMARY:

At its meeting of September 4, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL**

Registered in support were John Croning, Benjamin Chung, Ryan McMurtrie, and Jon McMurtrie, all representing United Financial Group, Inc.; and Tim Garland. McMurtrie reviewed updates made based on the Commission’s previous review of the project. They simplified building materials, simplified the roof forms by reducing the amount of gables, and helped identify the corners. They provided elevations showing ventilation through the brick using a brown vent cover that blends in. They eliminated the reddish brick material while emphasizing areas of stone. Additional windows have been added to the basement level for a more consistent façade. Building material samples were presented. The entry components tie into elements of the other buildings in the complex.

Commission comments included the following:

- The entries should be something more deliberate than a stage set. It doesn’t queue you to what is really happening there at the building.
- The building is improved with the simplifications. This corner in particular, the end of where the stone base comes and dies in the middle of the dormer; it looks like you want more of the wood look to be more completed, it’s so interrupted now, unnecessarily so. When you construct it it’s going to look busy.
 - It does shed back into that gable element. We were trying to get the corner form to read more as a vertical element.
- I like that corner of the building but I want to peel it back and simplify it.
- The stone should end where the dormer comes down. The overlaps don’t feel like they have a purpose. I like the simplification of the edge.
- The stone on the balcony should be brick like the rest of the façade. There’s no reason to introduce another material there.
 - This was designed to tie in with other buildings on the site.

ACTION:

On a motion by Asad, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0).

The motion for final approval recommended staff review of the design simplifications discussed:

- Simplify the corner where the roof edge and stone face details tie in (one form, one material recommendation).