

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 19, 2011
TITLE: 722 Williamson Street – PUD(GDP) for a 34-Unit Mixed-Use Building. 6 th Ald. Dist. (23566)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 19, 2011	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Melissa Huggins, Dawn O’Kroley, Henry Lufler, Richard Slayton, and John Harrington.

SUMMARY:

At its meeting of October 19, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP) located at 722 Williamson Street. Appearing on behalf of the project were J. Randy Bruce and Marty Rifken. Bruce noted that signage would return for separate approval. He presented updates to the plans which include strengthening the cornice line with additional masonry detailing at the top, dark metal across the top of the building with light aluminum on the awnings and window patterning. The metal from the corner elements will run all the way down to the second floor deck; behind that metal is the masonry. The parking along the bike path has been removed. Comments and questions from the Commission were as follows:

- An awning that short might be too small for the building. Solid awnings will obscure the view of the signage.
- Not impressed with the landscape plan, particularly the northeast elevation. Are there shade trees along that street?
 - We’re proposing angled parking; there’s some across the street.
Some of those species are going to need more light. The shape and pattern of the plantings could be done differently and do a lot more for your building. They don’t play with the geometry of the building.
- Study the brick coursings to bring more attention to the apartment entry.
- Try to put some plants along the roof deck edge on Livingston Street (no built structure).
- Stairtower return needs strength on elevations.
- Study masonry detailing.
- Return brick on balconies 8-12 inches.

ACTION:

On a motion by Harrington, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0). The motion required that the landscape plan return with modifications to address comments with masonry detailing and signage to staff.

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, 7.5 and 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 722 Williamson Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	7	5	-	-	-	-	7.5
	6	4	4	-	-	-	7	6
	7	7	6	6	-	8	9	7.5

General Comments:

- Good urban infill, relates well to bike path and historic commercial buildings.
- Study corner balcony detail to bring unique character to the building as well as masonry detail.

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: October 3, 2011

TITLE: Aprox. 306 Livingston – Third Lake Ridge Historic District – Construction of new 5-story mixed-use development including 39 apartment units (currently on parcel of 722 Williamson) – 6th Ald. District. Contact: Randy Bruce and Marty Rifken (23433)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED:

POF:

DATED: October 3, 2011

ID NUMBER:

Members present were: Stu Levitan, Chair; Erica Gehrig, Vice Chair; Robin Taylor, Christina Slattery, David McLean, and Marsha Rummel. Michael Rosenblum was excused.

SUMMARY:

Randy Bruce, 7601 University Avenue, representing Marty Rifken, appeared in support and presented the project. He showed material samples of brick, metal wall cladding, and metal for use at balconies and awnings. The plan includes angled parking on Livingston Street. The previously shown parking on the green space has since been removed. The building has 4 stories of residential housing over the first floor of commercial. Some changes have been made. The window patterns have been made more uniform. They would like the Cream City light color brick rather than a red brick with precast stone bands. The tops of this building will be seen from Williamson Street. He discussed the staff comments regarding the horizontal coping and banding and agreed to make these changes. He explained that he would prefer to keep the vertical piece for the stair tower but could go to brick. McLean asked about the finish of the double hung windows. The finish will be black or dark bronze. The window design is improved. The metal wall material will be corrugated.

Marty Rifken, 14 W. Mifflin Street, appeared in support of the project and was available to answer questions.

Lindsey Lee, 731 Williamson Street, representing a neighboring business, appeared in support. Mr. Lee stated that he is also the current Chair of the Preservation and Development Committee of the Marquette Neighborhood Association which reviewed and supported the project. Mr. Lee provided written statement to the Commission which states that Williamson Street is not “vanilla” – it is “purple”. He requests good materials and quality construction which will create an exciting atmosphere on Williamson Street. He likes the vertical elements retained and noted that the proposed project will be visible from the bike path.

Rozanne Alexandrian, 26 Naylor Circle, appeared in support but did not wish to speak.

ACTION:

A motion was made by Rummel, seconded by Taylor, to approve the project as submitted with "stronger" cornice and cream color brick. The motion passed on a voice vote/other.

Taylor would like to see the larger Cream City brick. McLean agreed that dark will be too dark. Rummel was persuaded and liked the warmer brick sample "St Charles". Mr. Bruce said that it is a queen size and the queen will work well on a building this size. Rummel would like traditional size or larger. Mr. Bruce explained that there may be an economic reason to use the larger brick since there are fewer mortar joints. McLean stated that the size of the building may allow for proportion of brick.

#2 has been resolved. A little stronger cornice at the masonry top. Coping material will be precast stone.

#3 The vertical element at stair tower is favored by Landmarks.

#4 has been addressed.

#5 has been addressed.

Regarding: **Approx. 306 Livingston Street – Third Lake Ridge Historic District – Construction of new 5 story mixed use development including 39 apartment units (currently on parcel of 722 Williamson). 6th Ald. District. (Legistar #23433)**

Date: October 3, 2011
Prepared By: Amy Scanlon

General Information:

The Applicant is requesting a Certificate of Appropriateness to construct a new mixed use development on a surface parking lot zoned C2 (commercial) in the Third Lake Ridge Historic District adjacent to the landmark at 744 Williamson Street known as the Madison Candy Company building.

Relevant Ordinance sections:

33.19(11)(f) Guideline Criteria for new Development in the Third Lake Ridge Historic District - Parcels Zoned for Commercial Use.

1. Any new structures shall be evaluated according to both of the criteria listed in Sec. 33.01(11)(d); that is, compatibility of gross volume and height.
2. The rhythm of solids and voids in the street facade(s) of any new structure shall be compatible with the buildings within its visually related area.
3. The materials used in the street facade(s) of any new structure shall be compatible with those used in the buildings and environment within its visually related area.
4. The design of the roof of any new structure shall be compatible with those of the buildings and environment within its visually related area.
5. The rhythm of building masses and spaces created by the construction of a new structure shall be compatible with the existing rhythm of masses and spaces for those sites within its visually related area.

33.19(11)(d) Guideline Criteria for New Development in the Third Lake Ridge Historic District - Parcels Zoned for Manufacturing Use.

1. The gross volume of any new structure shall be visually compatible with the buildings and environment within its visually related area.
2. The height of any new structure shall be visually compatible with the buildings and environment within its visually related area.

28.04(3)(n) Any development on a zoning lot adjoining a landmark or landmark site for which Plan Commission or Urban Design Commission review is required shall be reviewed by the Landmark Commission to determine whether the proposed development is so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. Landmark Commission review shall be advisory to the Plan Commission and Urban design Commission.

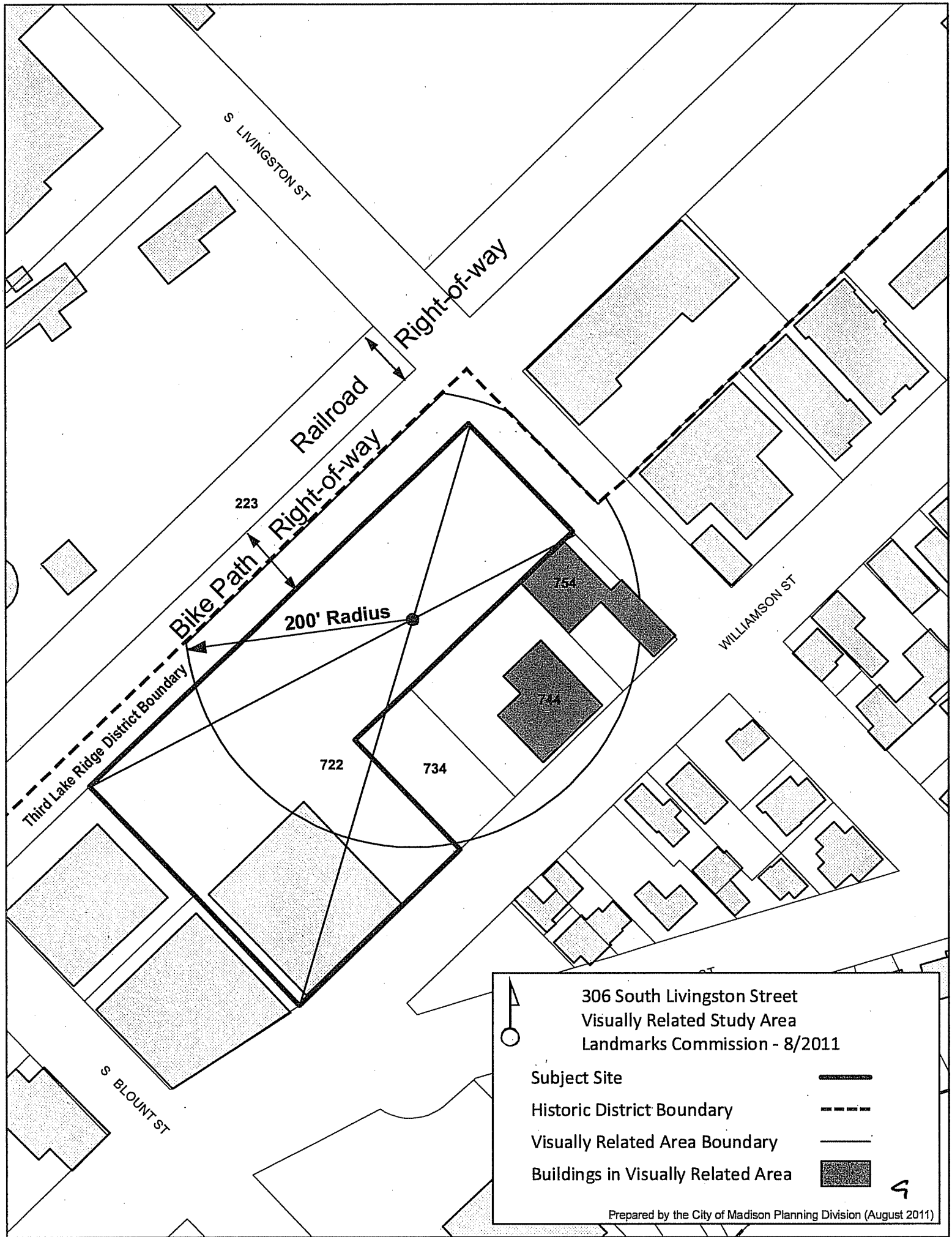
Staff Comments and Recommendations:

Staff appreciates the revisions that have been made to the proposed building design which include the traditional treatment and proportion of windows, the increased use of masonry as continuous wall planes, and the development of architectural details (substantial belt course, inset grouped windows, and the masonry piers along the bike path elevation); however, staff believes that further design development as described below will allow the building to be more compatible within the historical context of the site.

Staff believes that the proposed development does not adversely affect the historic character and integrity of the adjoining landmark or landmark site.

Staff believes that the standards for granting a Certificate of Appropriateness for the new construction can be met and recommends approval by the Landmarks Commission with the following conditions, all subject to final review and approval by staff:

1. The brick color should be changed to a darker color which would be more compatible with the materials in the visually related area and in the overall context of that portion of the district. A review of structures within the visually related area and the surrounding context indicates a predominant use of darker, mostly red, brick as the primary building material.
2. The building should have a "top" with the expression of a more substantial cornice at the termination of the masonry at the 4th floor in an effort to be compatible with the perceived heights of buildings in the visually related area and in the overall context of that portion of the district.
3. The change in wall materials (from brick to metal) at the stair towers results in a vertical break in the masonry wall surface which indirectly interrupts the rhythm of solids and voids in the elevation. Staff suggests the continuation of the masonry material at the stair towers to unify the elevation and make it more compatible with other buildings in the visually related area and in the overall context of that portion of the district.
4. The paired double hung windows on the left of the rear elevation are shown with the meeting rail not in the center of the height. Staff assumes the drawing is incorrect and that the window style is intended to match the paired windows on the right side. The Applicant shall verify the proposed window style and provide Staff with a corrected drawing if necessary.
5. The Applicant shall provide material and color samples of the brick, the corrugated metal, and the stone. The Applicant shall provide information about the material proposed for the balcony floor structures and the areas above the heads of the openings on the first floor of the Livingston Street elevation.



**306 South Livingston Street
Visually Related Study Area
Landmarks Commission - 8/2011**

- Subject Site ———
- Historic District Boundary - - - - -
- Visually Related Area Boundary ———
- Buildings in Visually Related Area ■