

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 23, 2013

TITLE: 502 Apollo Way - PD-SIP, Apartment
Building with 105 Dwelling Units. 3rd
Ald. Dist. (31103)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: October 23, 2013

ID NUMBER:

Members present were: Richard Slayton, Acting Chair; Dawn O'Kroley, Melissa Huggins, Lauren Chare, Cliff Goodhart, John Harrington and Tom DeChant.

SUMMARY:

At its meeting of October 23, 2013, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PD-SIP located at 502 Apollo Way. Appearing on behalf of the project was Brian Stoddard. Stoddard presented the site plan and surrounding uses with the primary entrance to the north of the site. The development will include 95 underground parking spaces and 80 surface stalls. The ground floor units offer direct access; other amenities include a swimming pool, exercise room and community room. Exterior materials split face block, accent blocks, masonry and brick, with dark bronze railings and metal roofs. Two neighborhood meetings have been held, with the neighborhood wishing for this development to match or reflect the character of their street. Concerns expressed from Planning staff include the activation of certain areas of the building, the visual prominence of the walpak units, less siding and more brick.

Comments and questions from the Commission were as follows:

- Tree islands are needed in between every 12 stalls. Tree islands should have trees; look at width and size to be code compliant.
- The architecture is so strong perhaps a square auto court rather than circular to relate to architecture which is rectangular and resolve dead end of stalls on the north. It could be more elegant.
- The sidewalk layout is awkward; make sure walking flows through the site.
- Look at use of consistent planting species at front.
- The Junipers won't do anything for shading the lot.
- You need more trees in the parking lot.
- The sidewalk layout is awkward. It's not a natural walking pattern.
- I think if you address the concerns stated in the Planning Division report, there could be some significant improvement without compromising the unit count or drastically changing the massing of the building.
- I would push for less ups and downs and cornices, just a cleaner articulation.

ACTION:

On a motion by Cnare, seconded by Goodhart, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided for address of issues within the Planning Unit memo, a more square/angular proposal for the back surface parking/drive aisle, additional tree plantings in the parking lot to comply with code, address of the walpak issue and the sidewalk layout as it relates to the architecture of the building.

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 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 502 Apollo Way

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

General Comments:

- Please address comments outlined in staff report and return with refined design.