

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION**PRESENTED:** May 28, 2014**TITLE:** 502-504 West Main Street – Four-Story
Mixed-Use Building with 18 Apartment
Units, Rezoning to UMX District. 4th Ald.
Dist. (33777)**REFERRED:****REREFERRED:****REPORTED BACK:****AUTHOR:** Alan J. Martin, Secretary**ADOPTED:****POF:****DATED:** May 28, 2014**ID NUMBER:**

Members present were: Richard Wagner, Chair; Melissa Huggins, Cliff Goodhart, Tom DeChant, Richard Slayton and John Harrington.

SUMMARY:

At its meeting of May 28, 2014, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a four-story mixed-use building with 18 apartment units and rezoning to UMX District located at 502-504 West Main Street. Appearing on behalf of the project were Ed Linville, Jeff Vercauteren and David Keller. Linville noted changes to the project which include the metal framework going up one more floor and the overhang has been reduced in scale, making it more friendly to the street. The window proportions have been reconfigured to be more refined. The building has good strong corners, a softness in the middle and is held together by the bookend framework. Concealed lighting will give the building a soft glow. French balconies will feature grill work behind them to obscure the walpaks.

Comments and questions from the Commission were as follows:

- Is the corner entrance now a two entrance?
 - It certainly is available, we just don't quite know based on our retailer. It's an alternate potential. That's our goal at that corner.
- It certainly reads like a retail entrance.
 - Yes. One of the things we've talked about is creating a neighborhood "art" corner if that's determined not to be a door. We don't know one way or the other right now not knowing our retailer. We'd like to utilize that corner for aspects of the neighborhood, whether it be history, art, things that could be more of a display window for the neighborhood.
- Is there any possibility of moving 502?
 - We're looking at the feasibility of moving that cost-wise. We've listed in on Craig's List. We're not playing that lightly either. We've also looked at Habitat, recycling, things of that type but we're doing due diligence that we can from this end.
- On your west elevation, the taller plants are smaller Sumacs. Check with your landscape architect to see if they wouldn't prefer to have something that would fill in higher up on the building. This is a great palette or backdrop for the plant material where the Sumac would stay pretty much at the height of the door. But there's a great opportunity for more in this area here. Also Sumac does spread quite a bit. It's

a great plant but it isn't tall enough for this space, I'd like to see something taller that would give a sculptural element against that background.

- On the Main Street elevation, are the channels going to go all the way back to the glass?
 - No, they're essentially to represent an old industrial grid work, to tie everything together. To do that I think they're most effective to float, and that gives us something reminiscent.
- Visually, what is holding that great mass up?
 - There will be a visual lintel stone all the way around there, maybe in the same base product.
- Is it the intent that windows are single hung?
 - Yes that's basically what we're hoping to do. They won't be casement.

ACTION:

On a motion by Harrington, seconded by DeChant, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (4-0).

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
Member Ratings	6	8	6	-	-	-	8	8
	-	7	6	-	-	-	7	-

General Comments:

- Reconsider two Sumac at outer planting area, look at taller plan to take advantage of building (as background).