

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 24, 2013

TITLE: 1750 Pearson Street – Outdoor Fire Training Facility for Madison College. 12th Ald. Dist. (30468)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 24, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Lauren Cnare, Richard Slayton, Cliff Goodhart, Dawn O’Kroley and Tom DeChant.

SUMMARY:

At its meeting of July 24, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of an outdoor fire training facility for Madison College located at 1750 Pearson Street. Appearing on behalf of the project were Justin Lee Frahm, representing JSD Professional Services, Inc.; and Mike Stark, representing Madison College. Commissioner Goodhart stated his concern for the landscape plan and the lack of review by landscape architects on the Commission; and the lack of building color. Frahm responded that the two fire towers, both commercial and residential, are a proprietary model and will be publicly bid. There are some color options and the College will make the final decision on building color, and over time the color on the building will darken from the training fires. Stark noted that Madison College is open to do whatever they can to make the site more visually appealing. They elected to provide not a continuous screen of landscape materials but rather a rhythm of landscape elements that provide a break up of some of the massing while providing a view into some of the site, while keeping in mind that the Airport Commission doesn’t allow plantings over 40-feet. Currently there is mature vegetation along the west property line that will be removed.

- I commend you on not using Spirea.
- The Crabapples are equal distance to provide some playfulness and that works. Look at other areas where you could add in a few other deciduous trees that don’t get higher than 40-feet. Unless the flames from the building are an issue.
 - Just to note, the function of this landscape treatment is really driven by the 30-foot easement (15-foot water and 15-foot sanitary) so trees are largely out of the question. With that we’ve tried to tuck the landscape into the outermost portion of the functional space of the site
- You’ve got a great collection of plants and it’s almost like they’re placed in the Arboretum. Look at them in terms of solids and voids to create a space. Right now it’s just individuals wanting to be a grove but this isn’t a grove, it’s a collection of plants. Make them a little bit more diverse.

ACTION:

On a motion by Goodhart, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for the following:

- The fence color should be black of dark bronze.
- Work toward incorporating into some of the steel elements and/or trim of the structure.
- Restudy the arrangement of deciduous trees. Make it look more natural.

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 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1750 Pearson Street

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

General Comments:

- Liven it up with color and bring consistency in building trim, steel and fencing.