AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION PRESENTED: October 15, 2008

TITLE: 1308 West Dayton Street – PUD(GDP), **REFERRED:**

Union South. 8th Ald. Dist. (12241) **REREFERRED:**

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary ADOPTED: POF:

DATED: October 15, 2008 **ID NUMBER:**

Members present were: Lou Host-Jablonski, Chair; Bruce Woods, Jay Ferm, Ron Luskin, Marsha Rummel, Dawn Weber, Richard Slayton and Richard Wagner.

*Luskin abstained from consideration of this project.

SUMMARY:

At its meeting of October 15, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP) located at 1308 West Dayton Street. Appearing on behalf of the project were Gary Brown, Peter Van Denkieboom, Walter Johnson, Mark Guthier and Julie Grove, all representing the University of Wisconsin-Madison; Sam Calvin, representing Wisconsin Department of Administration; and Paul Korz, representing CG Schmidt. The modified plans as presented noted the following:

- Resolve of issues of drop-off and pick-up off of Dayton Street and access to lower level parking.
- A material and color palette which is compatible to the overall adjacent campus architecture, including a simplification of the overall building material/color palette.

Following a review of the plan details the Commission noted the following:

- Integrate photovoltaic tags and other alternatives into the architecture and design of the building and facility.
- Trees still need to address the building and not necessarily the street; still need to open up the property's frontages on Dayton and Randall Avenue with trees that relate to the arc and plaza.
- Eliminate the ribbon style bicycle racks and their linear arrangement, in addition to the use of wave racks. Consider other alternatives to both.

ACTION:

On a motion by Wagner, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0-1) with Luskin abstaining.

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 7, 7, 8, 9, 9, 9 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1308 West Dayton Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	9
	-	-	-	-	-	-	-	8
	7	8	6	-	-	7	8	7
	10	10	-	-	-	8	9	9
	-	-	-	-	-	-	-	9
	-	-	-	-	-	-	-	9
	8	8	-	-	-	7	7	7

General Comments:

- Extraordinary design thinking. Most impressed.
- Integration of interior activity with the exterior through multi-level spaces very successful.
- Awesome!
- Ambitious. Complex. Exciting.