

City of Madison, Wisconsin

ID NUMBER:

- Consider recessed balconies to feel more protected and comfortable.
- Building should not be so symmetrical in order to be urban.
- Drop-off may not be appropriate on Fish Hatchery.
- Look at providing an enhanced rear activity area.
- Look at the requirements for Urban Design District No. 7 for a front entry facing the street.
- Activity entry and surface parking next to neighborhood should be moved to the north end.
- Consider raising garage entry to be more urban and screen surface parking.
- Pull building forward on Fish Hatchery Road and create a private open space at its rear.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

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 4, 4, 5, 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1012 Fish Hatchery Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	4						4
								5
	4	4	4					
								info
								4
	6	5	-	-	-	6	6.5	6
	5	5	-	-	-	6	5	5

General Comments:

- Very bland. This is an exciting location in an urban/industrial/residential corridor. Lots of opportunities to build on.
- Program fits area, conceptualization does not.
- Retail? Street entries?
- Center entry @ street.
- Suburban architecture is not appropriate.
- Review UDD #7: setbacks, front façade and front entrance should face primary street; enhance architectural interest of building face, preference for flat roofs; stepbacks at 3rd floor of 15 foot.
- Architecture seems tired, seen it before – why not a trendsetter? Should be urban! 4th floor “Lake Room” flat roofs? Say yes.
- Study “commercial” uses – office, internet café on Fish Hatchery near Park and residential on First across from houses on High. Transitional site with great potential.
- More urban character/qualities. Concentrate open space for resident use.