

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 18, 2012
TITLE: Adopting the Madison Cultural Plan (24233)	REFERRED:
	REREFERRED:
	REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 18, 2012	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Richard Slayton, Melissa Huggins, John Harrington, and Henry Lufler.

SUMMARY:

At its meeting of January 18, 2012, the Urban Design Commission **RECOMMENDED APPROVAL** of the Madison Cultural Plan. Appearing in support of the plan were Anne Katz and Steve Goldberg. Katz noted that the Cultural Plan is a plan informed by the community and is for the community, and will have a countywide and statewide impact. Madison has world class institutions, local artists and people involved in the arts. In the last 20-30 years there is a lot of disconnect between organizations and neighborhoods not working together. The Cultural Plan is needed as a strategy to bring all of this together so everyone in Madison can participate with access being a main issue. Goldberg stated that the Cultural Plan is a way of helping the whole community change their way of thinking about culture and broaden our definition of what culture is in the greater Madison area. The built environment, the physical environment and how that environment is designed and used has significant impact on the culture of the community. As you contemplate the urban design there are opportunities for creative input and participation in the design process itself. The set of recommendations that relate directly of urban design include:

- Involving smaller local firms in the early stages of the design process, giving them a change to perhaps collaborate in competing for larger projects.
- The neighborhoods are asking for greater amounts of information resources early in the phase of a major urban project so they can be involved at the formative stage.
- Involving local artists and landscape architects early in the design stage for major municipal projects.

Comments and questions from the Commission were as follows:

- Sparking the public imagination is incredible inspirational and draws great imagination. Hand in hand with the Downtown and the Comprehensive Plan, based on heights, density and numbers, this evokes the emotion and the feeling and why we are trying to create these broad goals for our city.
- There are so many great pieces to this. Preservation is part of culture. The idea of using streets and parks for other venues and festivals is great.
- I feel as a community this plan can help us educate ourselves about achieving better architecture and not settling for what’s approvable.

- We spend a lot of time on signs and sign ordinances. There's a fine line between signs and "art." We have opportunities to create art, along the lines of using streets and parks to find our own culture and have it reflected back.
- Citizens need to know that there are options other than the "off the shelf" designs they may see. Options for enrichment and enhancement need to be made aware to the public.
- This is a beautiful plan. I always look for an implementation strategy with a timeline when looking at plans. There are some really great ideas here but without anything to hold the City accountable, like dates, I think that's a really important piece. If you were able to add that as a section at the end and have it included in the executive summary, because that's what most people will read.
- In terms of raising the bar and appreciation for good architecture, we have contacts for the local AIA southwest chapter.
- The Cultural Plan Steering Committee was thanked for their hard work on a beautiful plan.

ACTION:

On a motion by O'Kroley, seconded by Slayton, the Urban Design Commission **RECOMMENDED APPROVAL**. The motion was passed on a vote of (7-0).

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 ratings for this project are 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Madison Cultural Plan

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

General Comments:

- Very timely with other City initiatives. Great opportunities for citizens.
- Terrific.
- Great tool to assist with future development.
- Wow!