

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** April 27, 2011

TITLE: 3550 Anderson Street – Medical Allied **REFERRED:**
 Health Building and Ingenuity **REREFERRED:**
 Center/Madison Area Technical College
 Facilities Master Plan and Exterior Campus
 Design Guidelines (Madison College). 17th **REPORTED BACK:**
 Ald. Dist. (21043)

AUTHOR: William A. Fruhling, Acting Secretary **ADOPTED:** **POF:**

DATED: April 27, 2011 **ID NUMBER:**

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner.

SUMMARY:

At its meeting of April 27, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of the Gateway and Ingenuity Building located at 3550 Anderson Street. Appearing on behalf of the project were John Fuller, Bruce Morrow, John Lichtenheld, John Holz and Larry Barton, all representing Madison College; and David Drews, representing Zimmerman Architectural Studios. Holz presented plans for the building as a “front door to the campus.” The purpose is to welcome visitors and create a courtyard, while establishing a single point of entry. The building’s 3-story form combines with a 2-story form to set up “Main Street” within Madison College. Wisconsin quarry stone, metal panels and high performance vision glass material samples were reviewed. Stone banding repeats at the base and at a height of 4-feet. It will have a white roof, but not a green roof. Schreiber reviewed the landscape plan, which includes improvements to the surrounding wetlands.

Overall the Commission had favorable comments, and discussion focused on the following points:

- The arc of the building gets lost with the landscaping in front and carrying the curve of the building with landscaping should be studied.
- Remove the Japanese Flame Grass.
- The corner window elements at the end of the curve towards Wright Street diminishes the entrance and the applicant should study the windows and the stone composition.
- Consider the relationship of this building, especially the entrance element, with that of the building proposed across Wright Street.

A motion by O’Kroley for final approval was not seconded.

ACTION:

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED INITIAL APPROVAL** with the following conditions:

- Study of the composition of the end of the curved element and provide floor plans for that area.
- Provide a final landscape plan.
- Look at landscaping on west side of Wright Street (just north of walkway), if the applicant desires.
- Landscape plan revised to remove invasive Japanese Fire Grass.
- The materials presented are acceptable and do not need to be presented again.

The motion was passed on a unanimous vote of (6-0).

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, 7, 8, 8 and 8.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3550 Anderson Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	8
	7	7	7	-	-	7	8	7
	7	8	8	-	-	7	8	8
	6	7	6	-	-	6	7	7
	-	7.5	7	-	-	-	-	8.5

General Comments:

- Terrific. Well thought out and thorough.
- Very promising start, nice materials, good rhythm.
- Make sure landscape treatment enhances the building lines/curve.
- Landscape elements are terrific. Interesting building – very nice project. Appreciate that Wright Street is narrowed and made more pedestrian-friendly.