

## AGENDA # 7

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 21, 2008
TITLE: 6502 Town Center Drive (Lot 4, Metrotech Plat) – Amended PUD(GDP-SIP) for an Office Building, 3 <sup>rd</sup> Ald. Dist. (09841)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 21, 2008	<b>ID NUMBER:</b>

---

Members present were: Bonnie Cosgrove, Marsha Rummel, John Harrington, Richard Slayton, Todd Barnett and Bruce Woods.

### **SUMMARY:**

At its meeting of May 21, 2008, the Urban Design Commission **REFERRED** consideration of an Amended PUD(GDP-SIP) located at 6502 Town Center Drive. Appearing on behalf of the project was Dan Helwig, representing Design Unlimited. Prior to the presentation staff noted distribution of the staff report from a previous informational presentation on the project at its May 7, 2008 meeting. Staff provided an update on the project following informational presentation as resulted in an amendment to the project as previously proposed to clearly identify the development of a phased dental facility on this site as an amended PUD(GDP-SIP) that is intended to supercede consideration of the previously approved PUD-GDP on this site in support of a 48,000+ square foot building. Staff noted regardless of phasing, the project as a whole should be looked at based on its own merits in regards to design as an amendment to the previously approved development concept. Following the introduction by staff, Helwig presented modified plans emphasizing the following:

- Pedestrian access to Town Center Drive has been provided to the front of both phases of the building with a corner (easterly) plaza feature provided.
- A review of the building elevations emphasized revised and enhanced building entries that address the street.
- Issues with the lack of screening of parking with the Phase I development were noted as to be fully addressed in the future.
- A review of a now fully detailed proposal for both Phases I and II.
- The replacement of spandrel on the east elevation.

Following the presentation the Commission noted the following:

- Heading in the right direction, see much more of Phase II.
- Phase II parking needs more work.
- Use smaller trees and shrubs to screen parking in Phase I with anticipated reuse and transplanting with development of Phase II.
- In Phase I place trees in locations where they can be maintained without removal or relocation as part of Phase II, eliminate the use of honey locust in favor of Kentucky coffee tree or other alternatives.

- Use ground covers or low shrubs, not turf in tree islands.
- Building seems not to address the site, still suburban not urban in terms of architectural character, building footprint responds to rear parking not to street. Need some solid element that addresses street, saw tooth design remove it from the street. Building not really part of the street.
- The pond side has no windows to ground; no exterior access to enjoy view, trash enclosure obstructs view, integrate building entry with plaza feature.
- Building seems like prairie style architecture but proportions don't lead appropriately.
- Problem with the amount of EIFS.
- East elevation could have more glass.
- Building footprint as it relates to site as well as building massing still needs work.
- Still need to feel comfortable with Phase I as a stand alone if Phase II not initiated.
- Look at a parallel building orientation to the street.
- In regards to Phase I, increase the size and mass of the entry feature with additional windows above in the lobby area.

### **ACTION:**

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (6-0). The motion to refer cited too many changes required for initial approval of the project and the need to address all issues stated above.

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, 5, 5, 5.5, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 6502 Town Center Drive**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	5
	5	5	6	6	-	7	5	5.5
	-	-	-	-	-	-	-	7
	4	5	5	-	-	5	5	5
	5	5	5	5	-	5	5	5
	6	5	5	-	-	6	-	6

General Comments:

- Not quite ready. Make Phase I stand by itself. Punch up south side entry. Parking lot landscaping should be utilized if Phase II.
- Site and building need to be studied much further.
- Interesting use of small space.