

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 28, 2015

TITLE: 4724 Tradewinds Parkway – New 17,000 Square Foot Branch Office for the “Ho-Chunk Nation” in UDD No. 1. 16th Ald. Dist. (36905)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 28, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, Dawn O’Kroley, John Harrington, Melissa Huggins*, Lauren Cnare, Cliff Goodhart* and Richard Slayton.

*Huggins and Goodhart recused themselves on this item.

SUMMARY:

At its meeting of January 28, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new 17,000 square foot branch office for the “Ho-Chunk Nation” in UDD No. 1 located at 4724 Tradewinds Parkway. Appearing on behalf of the project were Paul Raisleger and Dennis Bauer, representing Bauer & Rather Builders/Ho-Chunk Nation. While this is not a heavily pedestrian trafficked area, there are sidewalks and UDD No. 1 states that the building must have entrances off of the sidewalk. They are offering 46 parking spaces. There will be a play area outside as well as a garden area. Solar panels are proposed for the rooftop. The ceremonial area is special because the brick pattern really resembles the striations of the landscape and roots them to their heritage. Part of the orientation of the building is due to ceremonies needing to enter from the east and exit to the west, and keeping youth and adult services separated at both ends of the building. There will be more landscape design in the future, with berming provided with outdoor spaces that will be more like mounds.

- Be careful with the “mounds” because a mound is a very sacred thing, and may not be appropriate just anywhere.
 - Yes, they specifically said it will not be representative of a sacred mound.
- OK, and with that it should be very organic. It should have meaning to it.
- Plantings where you can should accentuate the shape of the berms. Anything you can do that would involve native plant materials, in their native settings. And use trees to hide the overhead power lines from occupants.
 - Yes, they have expressed that. They are also talking about buying the remainder of Lot 1 and turning that into just a nature area.
- With the larger masses as opposed to the individual bricks being the striation, what about having larger swatches.
- Do you anticipate the need for future parking that would go in here?

- Right now this is the water retention and yes, we're just looking at reshaping that at this particular time. We're thinking we could reshape that into something like this, so this area can be all plantings.
- OK, the question that comes to mind here is with this asphalt drive, it's single loaded, if you can reconfigure you wouldn't have to impact so much of the site. I would consider that when you look at it.
- If you slid the building over you could create a buffer with that hotel.
- The big gesture of the clear story on one side is successful.

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 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4724 Tradewinds Parkway

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

General Comments:

- Great potential, nice start.