

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 5, 2011
TITLE: 5402 World Dairy Drive – PUD(GDP-SIP) for a New State-of-the-Art Research Facility – Midwest Biolink Commercialization and Business Center. 16 th Ald. Dist. (20931)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 5, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

At its meeting of January 5, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) located at 5402 World Dairy Drive. Appearing on behalf of the project were Peter Tan, Tom Kleinheinz, and Frank Staniszewski, all representing Madison Development Corp.; and Alder Judy Compton, District 16. Tan presented plans for a bio-ag incubator to include greenhouses and suites for rental. The main entrance or front of the building is from the south. Stormwater management will be handled on-site with an existing swale and prairie. Security issues to the building were discussed, to be addressed with minimal entrances and keypad doors provided. Ald. Compton spoke in support but noted concern with the corrugated steel in the material palette. She noted the need for something more professional than a pole barn appearance; need a higher design standard than what exists in the area, need to be a little more inviting including placing a roof garage door on the dumpster enclosure. Comments by the Commission were as follows:

- The entry element uncomfortable with the rest of the building’s architecture, not fully resolved, address graphically.
- Problem with fitting roof down towards the building at the entry; look at different form, either more barn-like or more integrated.
- Consider use of color to add a bold move.
- Consider doing something different than sidewalk coming up on building .
- Talk with Bill Sullivan of the Fire Department on the minimum width of pavement for fire access.
- Provide more detail on north elevation entry and shift dumpster enclosure away.
- Shape and massing of screen house make it look dated.
- Awkward with the elongation of the swale on the southwest corner; maybe not touch building or go into it.
- Consider a single Oak in right place on south side; single large tree to give more depth.
- Put topography and landscaping on the same drawing when returning for further consideration.
- Consider limestone slab as surface of “no mow” strip around building.

- Wrap landscaping around southwest corner.
- Connection of greenhouse glass to upper parapet wall should be raised.
- Meet with Ald. Compton to review project architecture and site plan details prior to returning for formal consideration.

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: 5402 World Dairy Drive

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

General Comments:

- Look at barn entry pavilion design. Confirm fire access zones. Think about some color.
- Shed roof entry element seems odd and not fully resolved with the rest of the design. Walker Administration will probably de-fund this initiative.
- Interesting architect who does good work. Question is: is this an economically viable project for the City and do we want to invest in this type of facility?
- Good project.