

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 19, 2012

TITLE: 4800 & 4950 Voges Road – New
Construction in UDD No. 1 – Galleon Run
Business Center/Multi-Building & Tenant
Office/Warehouse Development. 16th Ald.
Dist. (27669)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 19, 2012

ID NUMBER:

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

SUMMARY:

At its meeting of September 19, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction located at 4800 & 4950 Voges Road. Appearing on behalf of the project were Greg Fax and Mark Goetzinger, both representing St. John Properties. The proposal for the 35 acre parcel includes 10 acres for easements and oddly shaped areas, with a future new road and 25 acres of usable space. The development would be the same as the 3-story office building at The American Center with three light industrial flex buildings on Nelson Road to be picked up and moved to this location. This site would work very well for the product they are offering. Galleon Run dead-ends at this time but would connect with Voges Road. They are going to add more parking. They are sensitive to keeping the pavement down to a minimum. Thirty bicycle parking spaces are provided with one bicycle for every ten car parking stalls, with an island for every twelve stalls. The pond is for stormwater and will be dedicated to the City. The lot flows to a drainage corridor that the City owns. Site signage would be at entrance of Voges Road, with a monument sign at the entrance and directory signs for each tenant. Building A doesn’t have a front elevation, will cater to single tenants with no lobby. Standard aluminum storefronts are bronze with tinted glass. The office building has a high parapet and you won’t see any of the rooftop mounted equipment. The warehouse building is 20-feet high with the units along the center of the building and no roof screens on top. The office building will be office tenants. The flex buildings are mostly offices. They will separate offices and non-office and warehouses. There will be a patio area with seating and sporadic benches, picnic tables and landscaping throughout. They are considering some arched entries to bring to attention to the development, and canopies may help to identify the units. Utility brick will be used.

Comments from the Commission were as follows:

- Would like to see more landscaping.
- The Commission would like to see the parking lot broke up as well as possible with trees. Use large shade trees as much as possible; more tree massing with shade trees in islands for every 12 stalls.
 - We have exceeded the point spread.

- It is questionable that these signs comply with City code. Code shows the criteria has certain sign requirements. They must meet with Zoning regarding signs. Signage may need separate approval under a variance or Comprehensive Design Review process.
- Light fixtures must be fully shielded.
- Reduce stalls to 18' in length, not 18 ½ as detailed.
- Landscaping in front of buildings sprinkled; need landscape massing of plantings and needs to enhance buildings.
- Provide landscape details for each unit and entries.
- Provide benches near circulation system.
- Change Crab trees to shade trees around patio area.
- Make patio area more visible.
- Buildings should be placed to relate to streets; emphasize building's architectural features to relate to streetside exposures.

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 rating for this project is 5.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4800 & 4950 Voges Road

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

General Comments:

- Nice quality materials and OK design for very function-driven set of buildings.
- Needs something unique at corner Voges Road and Dutch Mill or make tenant entries stand out.