

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 1, 2014

TITLE: 704-734 University Avenue – UW-
Madison School of Music Performance
Building. 8th Ald. Dist. (35424)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: October 1, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Melissa Huggins, Cliff Goodhart, John Harrington, Lauren Cnare.

SUMMARY:

At its meeting of October 1, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the UW-Madison School of Music Performance Building located at 704-734 University Avenue. Appearing on behalf of the project were Gary Brown, Douglas Moss, Mark Bastian, Dan Okou and Pete Heaslett, all representing UW-Madison; Susan Cook, and Shane Bernau, representing Ken Saiki Design. Brown presented plans for the phased development of a rehearsal hall and recital hall, lobby and support space; the second phase is adding a large concert hall, with the academic features coming in the third phase. The first phase will essentially be the vision of the building along University Avenue with a modest visual change coming in the second phase. The large mass of the first phase is mostly towards the back of the site, so when you pass by in a vehicle or as a pedestrian the scale isn't overwhelming. The primary student access will be through the Chazen Museum from the Humanities Building. One parking lot on the site would be removed with bicycle parking on both sides of the building for 60 bicycles. The acoustics are very important, therefore the walls are very thick and mostly windowless on a prominent corner, but they are working on how to bring in some natural light to the hall through the top. The serrated walls do have a texture to them although they do not have windows on the lower section. At the other end of the building there is a very large opening looking into the rehearsal room. Between the rehearsal room and the recital hall is a glass lobby, designed to also be the lobby when phase two is completed.

Comments and questions from the Commission were as follows:

- It's too much building for the site.
 - It is a very interesting site. Everything along University is right up against the street. This is the first building that begins the campus but also tries to reflect the urban feel and in front of Chazen we have this long arts mall that is part of the East Campus Mall, so we have a distinct setback there. We realize we're putting a lot on this site and it is playing between the urban character of

what's east and then what is about to become much more pedestrian as you get to the East Campus Mall.

- I understand what the rest of the City does but I just see this pattern of development over 100 years of how the University addresses University Avenue and I see a big departure here.
 - It's really two things: the programming we need to get on this site, if you look at the overall development that we had approved, the idea was to bookend the Chazen sculpture courtyard. Eventually there will be another new building that will come up to the street, maybe as far as the music school, maybe not, but the idea is to make this transition from a very urban dense part of the City into the campus. And this building starts to do that. We think this is the appropriate site for this building.
- I know that you guys approved the color palette you wanted to have, but the beige-ness of the campus, there's a lot of repetition of color. It would be nice to get some variation in color.
 - The glass is another very prominent part of the building, and the exposure along University Avenue. It's a greater percentage than the visibility of the concrete. On the glass it is primarily vision glass that allows you to look in, but we would have some color glass that's potentially a part of this, maybe in the 5-10% range. We're trying to see into the lobby. There's also a canopy just below the roofline and the glass lobby is slightly pulled back from the property line.
- Where will you put the name of the building?
 - Potentially over the entryway into the lobby.
 - We will have some type of lighting so at night you can see the texture of the building because part of the whole idea behind the texture is to give the building some scale so it doesn't seem like one large windowless wall. We're trying to make sure it has a very nice pedestrian scale.
 - We got a comment from City staff that they didn't want to see street trees along University Avenue.
 - They need street trees up and down there.
 - What about the corner landscaping? I need some feedback or help from you guys to counteract this.
 - I think before you begin landscaping we need to see more of what your building is going to be. I could almost see small plants in those areas, certain types of shrubs that could play with the building form. Just planting street trees by themselves isn't going to do it.
 - You need street trees and you need landscaping.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.