

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 16, 2011
TITLE: 5402 World Dairy Drive – PUD(GDP-SIP) for a 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: February 16, 2011	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

At its meeting of February 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) for a research facility located at 5402 World Dairy Drive. Appearing on behalf of the project were Michael Schmeltzer, representing Strang Architects; Peter Tan and Frank Staniszewski, representing Madison Development Corporation. Tan presented the updated plans showing more landscaping details. The current renderings show more clearly the building materials, much better. The trash surround has been raised 16-inches to further screen the trash and prevent homeless people from hanging out, per Ald. Compton, who supports approval of the plans as revised. The design has been refined with vertical elements in a blue color. The contours around the building are more pronounced as detailed. An Oak tree has been added with a Crabapple moved to the back. Landscaping has been moved around the southeast corner. Comments and questions from the Commission were as follows:

- I appreciate all the updates you made. It’s a very nice project that is appropriate for the site and the use.

ACTION:

On a motion by Harrington, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

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, 6 and 7.

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	6	6	-	-	6	5	6
	-	-	-	-	-	-	-	7
	6	6	6	-	-	6	-	6

General Comments:

- Proper building with a funny hat – why?