

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** August 28, 2013

TITLE: 610 John Nolen Drive – Construction of a
New Four-Story, 111-Room Holiday Inn
Express in UDD No. 1 (Building Plans).
14th Ald. Dist. (30769) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: August 28, 2013 **ID NUMBER:**

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

SUMMARY:

At its meeting of August 28, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of construction of a new four-story hotel located at 610 John Nolen Drive. Appearing on behalf of the project were Josh Wilcox, Kevin Page and Karl Roth, all representing Nolen Hotel Investment, LLC. Registered in support and available to answer questions were John Kothe, Neil Densmore and Mark Landgraf. The Chair noted a communication from Ron Shutvet, with a more collaborative suggestion for a master plan for John Nolen Drive, which is more in the purview of the Plan Commission and Common Council. The Secretary further noted the staff report from Planner Heather Stouder and the project’s consistencies with UDD No. 1. Wilcox discussed changes to the proposed project which include:

- The trash enclosure has been relocated with more screening.
- Building footprints have been revised with architectural changes to the site.
- More larger trees will be maintained on the site. Two large Oak trees will come down as they are within the building footprint.
- The addition of interesting landscaping items and paving in the front area.
- Bicycle parking area has been added.
- In talking with MG&E they do intend to keep the power lines overhead. The associated costs, size and separation of the lines is prohibitive. As part of the easement it grants them the ability to go underground anytime they want. If they were to do underground it would come through their site as well as past the Sheraton.
- The entry has been moved over slightly.
- The signage remains the same size, as well as the porte cochere.
- EIFS from the front and sides of the building has been eliminated; the same brick will be used as on the adjacent office building, all the way up to the parapet.
- Because of the drive aisle the bicycle parking is in back.

Comments and questions from the Commission were as follows:

- No connection to the park, bike parking removed from bikeway and front of hotel, connects seem removed. Acknowledgment that you're connected to one of the City's parks; the bikeway is a major facility and it's just forgotten in your plan; totally auto-dominated.
- Need more direct route to bike parking at the rear; even if it's the perception of the bicycles being a welcome mode of transportation, just think about the flow of it.
- Look at location of trash enclosure.
- Bicyclists would likely be employees, right? The assumption is they will walk to the Sheraton to pick up their B-Cycle, then walk back. Do they have adequate ability to walk back and forth?
 - There's a sidewalk that connects the properties all the way through.
- Why do you have lawn in those tree island areas which is going to be high maintenance?
 - We can do ground cover.
- I'm going to ask that we refer the landscape plan because I cannot read it.
- The one plants that I can read I don't think are good in that environment (Carpinus, but do well in that locale). I would encourage you to use larger trees. I'm not sure if these are City trees or not but those trees are important.
- In discussing the lighting plan, the Secretary reminded the applicant that ordinance considers for colored lighting of the building as an "attention getting device"; lighting should be used to enhance the site and the building's architecture.
- Need more landscaping in rear around activity area.
- If some of the horizontal metal banding was reduced, the massing of the different parts of the building would read better. I don't really understand why you need to add all this metal. Just by eliminating some of this and filling consistently you'd reduce the amount of metal and might even save some money.
- Eliminate metal caps for coping atop brick on upper elevations.
- Eliminate metal spandrel for brick.
- I don't know why this stairwell terminates with the little eyebrow on the time. You could save some money there too. Just don't install it.
- Metal might make sense at the curve on the pool wall.

ACTION:

On a motion by Cnare, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for review of the landscape plan by Harrington, Slayton and staff that addresses comments with the lighting plan approved consistent with applicable codes and ordinances; no colored or green lighting of the building façade with elimination of the blue lighting as proposed.

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 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 610 John Nolen Drive

	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
	5	5	5	5	5	5	6	5
	-	5.5	6	6	6	-	-	-

General Comments:

- Staff concerns over amount of metal panel can be achieved by reducing horizontal banding.
- Better; still not great. Doesn't meet "exceptional" criteria in my mind.
- Landscape plan is too reduced to read.

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** August 7, 2013

TITLE: 610 John Nolen Drive – Construction of a
New Four-Story, 111-Room Holiday Inn
Express in UDD No. 1. 14th Ald. Dist.
(30769) **REFERRED:**

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: August 7, 2013 **ID NUMBER:**

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

SUMMARY:

At its meeting of August 7, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for construction of a new four-story, 111-room hotel located at 610 John Nolen Drive. Appearing on behalf of the project were Josh Wilcox and Kevin Page, representing Nolen Hotel Investment; and Rich Strohmenger, representing The Bruce Company. Registered and speaking in opposition was Ron Shutvet. Wilcox gave an overview of the site and surrounding context. Feedback from the prior meeting indicated something that should be more fitting in the gateway to the City of Madison. The key element was to create a contemporary mass with key layers to it that always has light and activity. They have reduced the amount of EIFS and added metal panels. The darker metal panels offset the signage to give it a more contemporary signage feel. They brought the height down for a more monolithic roofline. The louvers have been moved to below the window frames. On the side elevations the metal panel has been brought around the corner to accentuate the signage that is there, with the stair tower using more glass and metal. Low level accentuations of some of the projecting soffits will be used with downcast blue lighting. There is a shared access agreement between existing office building and the proposed hotel. Landscaping and pedestrian amenities have been added at the front to invite more activity to that area, brick pavers have been added with benches, as well as a ground sign and flagpoles. The area along the railroad tracks has been made more dense with additional plantings and more native species to blend with the wooded area. A large outdoor seating area, gaming area, grass area, outdoor fireplace, and trellised seating area and is proposed. The radius of the glass looking into the pool will be lit 24/7.

Staff noted the Planning Division’s concerns with the project’s previous iteration, including addressing the requirements of UDD No. 1. The landscape plan is much improved, as well as many of the building architecture components. There is still concern about the amount of EIFS and the hat effect of the extended overhangs. As mentioned previously, it being in UDD No. 1 means signage would require an exception for anything over 10-feet in height. It was suggested that signage be looked at that would not require an exception.

Ron Shutvet spoke in opposition of the project, noting his concerns with a sea of parking and the property's use for another hotel. He is concerned about having too many hotels near the Alliant Center with no other activities being offered. He would prefer to see mixed-use buildings, elimination some of the parking and more greenspace. We need to accommodate for the future in this City and this project underutilizes this property. He thinks there should be a moratorium on building in this area until the Alliant Energy's vision process plays out.

Comments and questions from the Commission were as follows:

- There are some trees on the property, around the front of the building, show where they are, find out what species they are and if there are species that are worth keeping, see how they can be integrated. I'd like to see if you can't make an attempt – you can take 30% of the root mass and the tree won't suffer terribly. The other trees located in the back area, I'd like to think we could do something that integrates it a bit more, maybe even a few stalls in there. Somehow to save the 36" trees.
- I think anytime EIFS is used in a dark saturated color it's even less successful than when it's a lighter more neutral color. The rear elevation is a better composition than the front one.
- The back seems successful because it's asymmetrical. The guidelines talk about the view corridors and the entrance to the City. When your two hats on the end, you just grounded your building again. I'm not certain what's going on with the mechanicals in the center.
- Don't like roof "hats."
- It does concern me, sitting on the Alliant Board, it is almost impossible to look at all these acres in the middle of downtown Madison and not think of something more comprehensive in terms of planning. This amount of land in downtown is being developed rather hodge-podge and that does concern me.
- I know there are limitations because there is a brand involved but this is such an important corridor. I realize you're trying hard to recognize that, it's just really hard for me to envision EIFS at all as a part of this corridor. I realize it's probably on the hotel down the road but that was before our time. The office building right next door is quite successful and I do recall seeing an office building that was going to complement that one. It would be really nice to see glass and metal. If you have to use EIFS it should just be in the back, if at all.

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 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 610 John Nolen Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	5	5	-	-	6	5	5
	6	5	6	6	-	6	7	6
	5	5	-	-	-	-	-	-

General Comments:

- Look at existing tree groupings, especially large caliper (20"+).
 - What are the species?
 - Reconfigure parking and storm detention to save trees as appropriate.
- Rear elevation much more successful.
- Better composition. Still weak materials, especially EIFS.

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 10, 2013	
TITLE: 610 John Nolen Drive – Construction of a New Four-Story, 111-Room Holiday Inn Express in UDD No. 1. 14 th Ald. Dist. (30769)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: July 10, 2013	ID NUMBER:	

Members present were: Richard Wagner, Chair; Tom DeChant, Henry Lufler, John Harrington, Richard Slayton and Cliff Goodhart.

SUMMARY:

At its meeting of July 10, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on construction of a new four-story hotel located at 610 John Nolen Drive. Appearing on behalf of the project were John Kothe and Neil Densmore, both representing Nolen Hotel, LLC; Josh Wilcox and Kevin Page, both representing Nolen Hotel Investments; Mark Landgraf and Kevin Page. Wilcox presented plans for a Holiday Inn Express located at this gateway location to the City. Entry will be from the frontage road, with a shared access drive with an existing building. They have received approval from the Zoning Board of Appeals for a 10-foot landscaping area. 116 parking stalls will be provided, a detention pond is proposed with a wet basin and bicycle parking is provided. The landscape plan meets all the point requirements, with an additional 10-foot setback area that is heavily landscaped. They are looking to keep the brand footprint for the building and articulate that with a series of different masonry materials. Reveals and articulation will also be utilized, along with colored EIFS.

Staff noted that this is in Urban Design District No. 1 which details itself a gateway to the City of Madison and encourages buildings of high quality. It has less EIFS than it had originally but there is still an excess as a major element of the material palette; there isn't much architecture going on when there is a minimal amount of detailing and fenestration in EIFS. The district requirements for building relationships talk about structures being related to the site to enhance or maintain current contours. New development shall consider activities on adjacent properties with relation to access from abutting streets, parking areas, service areas, building setbacks, height of structures and color and materials of nearby adjacent buildings. The signage on the building itself will require exceptions from the district requirements in reference to height and perhaps square footage. The ground signage may comply but we may have a square footage issues. Signage may have to be dealt with as separate approvals outside of the project itself. The building criteria in the district talks about materials and colors shall be low maintenance and durable and harmonious with other buildings in the neighborhood; contemporary architecture shall be the goal of the district, buildings shall be designed to complement and enrich this character; the building as proposed has issues with this actually doing that. "The overall building design shall be of high quality considering the importance of the district as a principle gateway to the City and should relate in terms of

scale, material and color to other buildings. Structures should be designed to be compatible with the structures that are adjacent to them. Any building of exceptional height or prominence shall be integrated with the surrounding development.” This building has a lot of issues with all of these provisions.

Comments from the Commission were as follows:

- Given the limited (low) density there, if you look at 660 that building is pretty successful. It has some restraint in the amount of materials being used, the roofline, etc. if you were to look at how that building takes its first three stories and a vertical expression with punched openings, versus what you’ve got here with different types of openings, it could be a little bit more restrained and certainly a lot less use of EIFS. The stair tower roof forms I could live without. This building has the opportunity to be successful like that.
- This is a prime piece of property, this is the gateway to Madison. There would have to be substantial improvement to make it worthy of this site.
- We’ve held some other developments to pretty high standards in this corridor too.
- The landscape plan could be better, something different and unique to help it stand out. Something other than the typical cookie cutter landscaping ideas. Use the plants as architectural elements.
- I don’t see a reason for the rhythm of the trees in back. There are some islands that don’t have trees. Put the sidewalk on one side of that and put a tree so it helps shade that area.
- Use a more natural form except where you’re trying to make a juxtaposition. Use the surrounding natural plantings as a cue for what you’re doing.
- In the drop-off curb across the canopy island to the other side, that should be 55 or 65-feet so cars can make that turn.
- Your species selection should be more...way too many Spirea.
- Maybe your bicycle parking area would be a great spot for a B-Cycle.
- There is no activity there. In terms of sense of space it’s dead other than the convention center. That’s a longer-term issue.

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 5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 610 John Nolen Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	4	-	-	-	-	-	-
	7	5	6	6	6	6	7	7
	5	5	4	-	-	5	5	-
	5	4	4	-	-	6	5	5

General Comments:

- Undistinguished corporate architecture on one of the most visually arresting gateway sites. Needs much improvement.
- Less EIFS, take cues from your handsome neighbor.

From: Rpyramid@aol.com [mailto:Rpyramid@aol.com]
Sent: Wednesday, August 28, 2013 12:28 PM
To: Martin, Al
Cc: Stouder, Heather
Subject: 610 John Nolen Drive

To Members of the Urban Design Commission,

I think that the Urban Design commission is so concerned with the exterior colors of the proposed hotel at 610 John Nolen Drive and how much of it should be cheaply covered with EIFS that it fails to see the bigger picture of the need for a visioning process to create a unified master plan for the entire lower portion of John Nolen Drive including the AEC complex and all the adjoining properties. There should be a moratorium on improvements to any of these properties including 610 John Nolen Drive until a visioning process is completed.

I have attached to this email a document that lays out a proposal for a collaboration of entities to create a unified master plan for this gateway entrance to the City of Madison and the heart of Dane County.

Please read it with an open mind before you make any decisions on the proposed hotel at 610 John Nolen Drive. This is a key property in any master plan for this area because it is the best location for grade separated ped/bike access across John Nolen Drive and key to the creation of a higher capacity and more enjoyable ped/bike path through the area that is more on the line of what John Nolen envisioned back in 1910 than what we now have today.

While some of you may think that this entire area along the southern portion of John Nolen drive is filled swampland barely suitable for a four story hotel, sandstone bedrock exists less than 50 feet below the ground surface over a large portion of this area. An identical situation exists along much of the Madison isthmus along East Washington Avenue where 10 and 12 story buildings are now being constructed and others like them planned for the future. The following link provides more information about the geology of this area.

<https://sites.google.com/site/friendsofolinturvilleparks/geologic-history-of-olin-turville-park-area>

Sincerely,

Ron Shutvet
Madison WI

John Nolen Drive Corridor Master Plan Collaborative Revised August 28, 2013

Create a partnership between the City of Madison, Dane County, University of Wisconsin, State of Wisconsin, and the private sector to develop and execute a long range master plan for the John Nolen Drive Corridor that enhances the corridor as Madison's premier entrance and multimodal transportation corridor. This partnership would have the overall goal of transforming the John Nolen Drive Corridor into a major multimodal transportation hub with direct access to a vibrant discovery complex and exhibition grounds co-existing with extensive parklands and conservation areas.

Law Park Aquatic Center

- Is a surface parking lot, boat house and marina the best possible land use for this area?
- Build Frank Lloyd Wright boathouse or design and build a new multi-use structure that incorporates a land bridge and possibly some underground parking in the design?
- With the proposed land bridges for easy access by foot from nearby parking areas no surface parking areas should be located in this lakeshore park.
- Any building here must be designed with a multi-use capability.
- Plan needs to avoid excessive infill of Lake Monona.
- Not a good location for a marina. Poor protection from prevailing winds. High waves in windy weather could damage boats and dock structure. A breakwater structure at this location could be damaged by ice in the winter.

Monona Terrace

- Construct a rail station adjacent to Monona Terrace to serve as a multi-modal transportation hub for downtown Madison.
- Ped/bike conflicts will increase here as ped/bike trail use increases in future. Existing dock line prevents widening of ped/bike corridor.

Causeway

- Widen ped/bike trail as much as feasible while still providing an esthetically pleasing lakeshore.
- Avoid additional infill of Lake Monona

Overview Park (new lakeshore area purchased by Madison in 1996)

- Restrict landscaping and development so as to preserve and enhance approach view of Isthmus.
- Pedestrian only near lake.
- Any future structures should be built away from lakeshore.

Medical Society Property

- City should obtain first rights to purchase property and work with State Medical Society to find a suitable alternate location for their offices.
- Initially use existing building as temporary Madison Discovery Center and public lakeshore access point.
- Long term goal to dismantle and recycle existing structure and restore glacial hill contours to original.
- Preserve property for future public use. This lakeshore area would be suitable for a new multi-function public building with lakeshore access. The new building could be set back from the lake with the restored glacial hill buffering it from the lakeshore. Depending on the size of the building that is designed for this area, this lakeshore property could be home to a Madison Visitor Center; a museum; reservable reception space; boat house with canoe and kayak rental, ped/bike trail rest stop with restrooms and food service and much more. The lower levels of the building could incorporate some or all of the parking needed.

East Lakeside Residential Area (East of John Nolen Drive)

- Preserve existing residential area?

OR

- Create alternative concept plans for future use of this area which would include public lakeshore access.

Note: Some thought has already been put into this concept for these privately held lakeshore properties. See Map Note 26 in the adopted Madison Comprehensive Plan 2006....**Map Note 26:** *"Given the natural beauty of this area and its prominent location on Lake Monona, alternative development with park and open space uses should be considered for these lands over the long term. Until a future opportunity arises to convert this area to public park and open space use, the existing office and residential uses are recommended to continue, but the existing uses should not be expanded or the lands redeveloped with more intensive developments."* (Map Notes can be found in Volume 2, Chapter 2, starting on Page 2-157. Map Note #26 is on Page 2-163)

John Nolen Corridor Commercial Property Future Potential

- Future multi-story condo/office/retail building on VFW property. Incorporate VFW in portion of new building?
- Relocate Madison Traffic Engineering and build multi-story condo/office/retail structure on parcel.
- Convert existing newer storage building along Wingra into bicycle/canoe/kayak rental facility?
- Develop the flatiron shaped property at 610 John Nolen Drive as multi-purpose public/private structure housing a proposed Madison Discovery Center which could be connected to a multimodal transit station on the adjoining property (660 John Nolen Drive). The Madison Discovery Center would be a visitor center, museum and interactive education center on multiple floors with areas devoted to Madison history, culture, geology, ecology and environmental awareness.
 - Relocate the MMSD sewage pumping station on the property to the northwest corner of the property.
 - Design a multi-story building as high as 10 to 12 floors with parking on lower two levels.
 - A new ped/bike trail traverses third floor roof of structure to cross John Nolen Drive.
 - Top levels of structure would have panoramic views of Madison skyline.
 - Incorporate solar and wind power in mechanical interface of structure.
 - Incorporate a visible rain water collection system with kinetic sculptures at outflows to adjacent wetlands.
- Re-purpose the property at 660 John Nolen Drive and incorporate the existing office building into the design of new larger structure that would become a multimodal transit station with offices on the upper floors. This building would also have parking on the lowest two floors.
- Sheridan Hotel could be connected to the proposed transit station and its north parking lot would become a two story parking ramp with office or other uses above a portion of it.
- Make the rear boundary of these properties as/more esthetically attractive than the existing frontage along John Nolen Drive.
- Relocate ped/bike path so it is sited along the railroad corridor on the West side of the tracks. Ped/bike path would be constructed on a slightly elevated terrace with an attractive guardrail to discourage pedestrian crossing of rail corridor. The new ped/bike path would be 15 to 18 feet wide to provide capacity for projected increased use of this ped/bike corridor.
- Bury electric transmission line along rail corridor.
- Transform part of the former Turville Bay wetland area along west side of rail corridor into a boardwalk like ped/bike experience with restored wetlands.

- Create a design concept that incorporates all the commercial properties south of the Sheridan Hotel into one unified plan with multi-use, multi-story buildings. The lowest two floors of this complex would be parking. The tallest structures would be placed mostly at the southern end of the area next to the beltline where soil conditions are slightly better. If some parts of the structures could be designed with a maximum of 15 to 18 stories, panoramic views of the Madison skyline would be possible on the upper floors. These taller structures along the beltline and John Nolen Drive in this area will help to lower the noise level of traffic on the Turville Bay side of the properties.

Olin-Turville Park Master Plan

- Create special restrictions to future development in both parks.
- Respect unique glacial topography in both parks. Restrict additional leveling of the topography and converting vegetated areas to hardscape surfaces.
- Explore concepts for construction of a new multi-use pavilion/shelter with 12 month use capability at the site of the former Olin Auditorium in Olin Park.
- Designate Turville Park as a special conservation park with heightened protection and restoration of native plant communities.
- Form joint project with the help of Olbrich Gardens, the UW Arboretum and citizen volunteers to transform portions of Turville Park back to an open oak savanna and maintain other areas in the park as special plant habitats.
- Restore wetland areas in Turville Park between the old Lakeside Street ROW and the railroad corridor.
- Restore wetland area in Olin Park adjacent to Wingra Creek.
- Plan for possible future controlled access to Turville Park with one entrance and a defined perimeter?

John Nolen Corridor Transportation Interface

Automobile

Goal: Utilize the over 6000 parking spaces in this area more effectively by linking them to a multi-modal transportation hub with direct connections to Madison's Isthmus and the University of Wisconsin Campus. This proposed transportation hub would serve to buffer the expected increase in automobile congestion in downtown Madison in the future.

- Reduce footprint of surface parking lots along John Nolen Drive Corridor by Incorporating parking into lower levels of future buildings in this area.
- Study traffic flow along John Nolen corridor and look for ways to improve access to and from parking areas.
- Extend the southern end of the John Nolen Drive access road through a new underpass beneath the beltline to connect it with Nob Hill Road on the south side of the beltline.

Pedestrian/Bike

Goal: Create a more esthetically pleasing ped/bike corridor designed to handle increased ped/bike traffic and connect to all the nearby destinations safely. Use the historic 1911 John Nolen Plan as a concept but design the corridor with the future in mind.

- Construct a new ped/bike path overpass across the railroad and John Nolen Drive connecting properties on both sides of John Nolen Drive with an esthetically pleasing elevated ped/bike crossing. The most ideal location for this crossing would be at 610 John Nolen Drive

- Relocate Capital City Trail ped/bike path so it is sited along the railroad corridor on the West side of the tracks. The ped/bike path would be 15 to 18 feet wide and constructed on a raised terrace with a guard rail to discourage pedestrian crossing of rail corridor.
- Create large ped/bike roundabouts at key locations to manage future ped/bike traffic where ped/bike trails meet.
- Transform the Turville Bay area into a boardwalk like ped/bike experience along the rail corridor.
- Create grade separated overpass for the Lake Monona ped/bike path at intersection of Beltline and the railroad corridor.

Rail Corridor

Goal: Utilize rail corridor as part of a multi-modal transportation network designed to buffer increasing transportation congestion associated with expected population growth in Madison and Dane County.

- Create rail station near location of proposed Madison Discovery Center. This proposed rail station would be located on the land parcel north of the Sheridan Hotel. The existing triangular building could be incorporated into the design of the rail station complex.
- Create an initial 3 or 4 station triangular rail transit system connecting the John Nolen Drive Corridor with Downtown Madison and the University of Wisconsin.
- Plan for future extension of this rail transit system to McFarland, Middleton, East Madison, and beyond.

Multi-modal Transportation Hub Concept 1

Keep present at grade rail crossing at John Nolen/Olin Avenue intersection.

Construct rail station along existing rail corridor just north of Sheridan Hotel. A ped/bike bridge connects the rail station with the Alliant Energy Center across John Nolen Drive.

See Appendix for more details of this concept.

Multi-modal Transportation Hub Concept 2

Create a grade separated rail crossing at John Nolen/Olin Avenue intersection.

Slightly lower the railroad track elevation and raise John Nolen Drive to go over the rail corridor. Olin Avenue would also be raised to meet JND at this intersection. The entire road intersection would be grade separated from the rail corridor to eliminate existing conflicts at this intersection. This would also allow for a new spur track on the rail corridor that would turn to the west and onto the Alliant Energy Center complex. A rail station would be constructed between the exhibition hall and the coliseum. The new rail corridor would continue west from the new rail station and finally turn to the north as it connects with the other rail corridor to the west of the Alliant Energy Center.

See Appendix for more details of this concept.

Alliant Energy Center

- Create a master plan for this complex that utilizes the property better and ties it with the proposed Madison Discovery Center and rail station.
- Design and build an additional large multi-story discovery complex along John Nolen Drive that is linked to the proposed Madison Discovery Center with an enclosed overpass and to the Coliseum and adjacent parking areas with enclosed walkways. This new building would be the Wisconsin Discovery Center, a new interactive multi-function museum and exhibition space containing both permanent and traveling exhibits.

Incorporate solar and wind power in mechanical interface of this new building.

Incorporate a visible rain water collection system with kinetic sculptures at outflows to adjacent wetlands.

- Reduce parking footprint by incorporating parking in lower levels of future buildings.
- Incorporate solar and wind power in all future buildings.
- Design and construct all future buildings with multi-function capabilities built into the design.
- Replace existing animal barns with larger multi-function structures.

Privately owned land parcels located south of the Alliant Energy Center along the beltline

Re-purpose most of these properties over time to compliment the Alliant Energy Center complex. All of these properties are suitable for large multi-story buildings that would have panoramic views of the Madison skyline. Sandstone and limestone bedrock close to the existing ground surface in this area would support tall structures without the need for expensive piles. New structures in this area could contain commercial or retail on lower floors and offices or condos on upper floors. Though it would require extensive removal of bedrock, large parking areas could be constructed in the below ground portions of the structures. The land in most of this area is high above the water table so ground water would not be a problem.

Willow Island

- Limit the number and size of amplified events allowed each season.
- Better control of noise emanating from area during amplified events.

Goodman Pool

Isn't this a nice location for Madison's first pool!

Quann Park

- Landscape park perimeter with tree plantings.
- Transform portions of park with prairie plantings.

Appendix

Multi-modal Transportation Hub Concept 1

Keep present at grade rail crossing at John Nolen/Olin Avenue intersection.

Construct rail station on existing rail corridor just north of Sheridan Hotel. A ped/bike bridge connects the rail station with the Alliant Energy Center across John Nolen Drive.

(Additional details to be added)

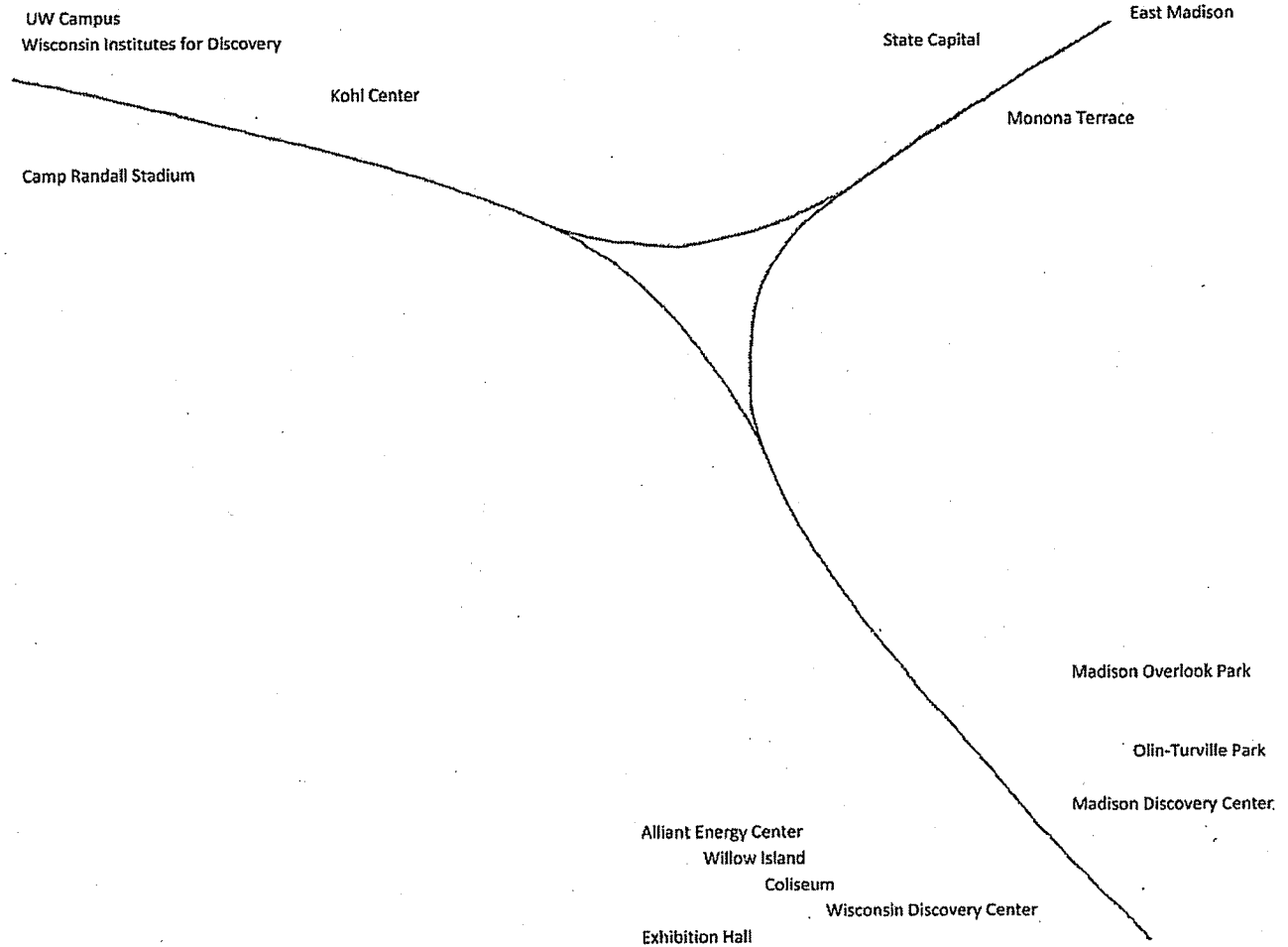
Multi-modal Transportation Hub Concept 2

Create a grade separated rail crossing at John Nolen/Olin Avenue intersection.

Slightly lower the railroad track elevation and raise John Nolen Drive to go over the existing rail corridor. Olin Avenue would also be raised to meet JND at this intersection. Create a spur off the existing railroad track that turns onto the Alliant Energy Center complex between the front parking area and John Nolen Drive and continues to turn to the west passing the AEC electronic sign and then running along the north side of the main entrance road through the center of the AEC complex and then turning to the north to connect with the other railroad corridor. This new rail connection would run level at an elevation just above the water table through most of the AEC grounds until it starts turning north at the west side of the AEC complex. It will then gradually gain elevation to meet the other rail corridor elevation. The front parking area would become a multi-level parking area and the main entrance road would be reconstructed to ramp up further east than it currently does so the automobile traffic can pass over the new rail corridor. At numerous locations there would be land bridges connecting both sides of the AEC complex over the new rail corridor. A multi-modal rail

station would be constructed on the AEC complex at the most appropriate location along this new rail corridor depending on the configuration and location of the proposed new structures on the AEC complex.
(Additional details to be added)

Triangular Rail Corridor Concept



Proposed Collaborative Partners

State of Wisconsin

Dane County

City of Madison

UW Arboretum
UW History and Wisconsin Historical Society
UW Geoscience
UW Civil Engineering
UW School of Business
UW Environmental Studies (Nelson Institute for Environmental Studies)
UW Horticulture
UW Botany
UW Zoology
UW Limnology
UW American Indian Studies
UW Urban and Regional Planning
Olbrich gardens
Citizen volunteers
City/County/State Businesses and Private Sector Institutions
Urban Planning Firms
Architecture Firms
Engineering Firms
Landscape Architecture Firms
John Nolen Drive Corridor Property Owners
Residents of Residential Neighborhoods along the John Nolen Drive Corridor.

This conceptual vision for the John Nolen Drive Corridor was created by Ron Shutvet to inspire others to think outside the box and work together to start creating a better vision for the future of Madison and Dane County.