

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 6, 2009
TITLE: 1308 West Dayton Street – PUD(SIP), Union South. 8 th Ald. Dist. (12241)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 6, 2009	ID NUMBER:

Members present were: Bruce Woods, Richard Wagner, Dawn Weber, Todd Barnett, Jay Ferm, Richard Slayton, Mark Smith, John Harrington and Marsha Rummel.

SUMMARY:

At its meeting of May 6, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(SIP) located at 1308 West Dayton Street. Appearing on behalf of the project were Dan Cornelius and Shayna Hetzel, representing Wisconsin Union; Gary Brown, Walter Johnson, Joe Pepitone and Julie Grove, all representing the UW-Madison. The presentation on the modified plans featured the following:

- Modified landscape plan including table and chair areas including details of seat walls and other elements, such as landscaping in the right-of-way, the development of infrequently mowed areas featuring a fescue blend seed mix, along with the provision of more horizontal plantings in the plaza area.
- A review of the building elevations emphasized the material colors and palettes, along with glass and metal panel samples.
- The building elevations emphasized the added texture with the use of metal panels and louvers to get more texture in the mechanical penthouse, including a decrease in overall height of the soffits, as well as canopy adjustments on all elevations.
- The presentation of a limited sign package emphasized the use of logo elements where ground signage would be consistent with the campus standard, in addition to provisions for the use of a site wrap on the construction fence as part of the project signage.

Following the presentation the Commission noted the following:

- Building more connected to site, more like a place.
- Relevant to landscaping, problem with the use of Maple and Amelancher, overused. Problem with the use of Pagoda dogwood in plaza, as well as Hawthornes; introduce such as Swamp Bur Oak Hybrid.
- Uncomfortable with bike station details not coming back to UDC, including the design and layout of the bike/moped area, combined with the lack of people activity that engages the street within this area adjacent to the building's south elevation and wall.
- The south wall without bike stations still doesn't interact with the street.

- Concern with moped/pedestrian conflicts at West Dayton provided with the three approaches from the street.
- Problem with the flying right turn movement from Randall Street onto Campus Drive.
- Concern with planters on south wall; survivability issues.
- Concern with lack of stair finish when viewed from the south elevation on the west elevation.
- Emphasize bold sweeps with the landscaping and planters to the west with more bold groupings.
- Consider coloring the pavement of the entire intersection at Campus Drive at the mall's end.
- Issue with lighting fixtures' consistency with the building architecture.

Supporters of the project spoke to their intensive involvement with the planning process in support of the project. Following their testimony the Commission noted the following:

- Why extend canopy on southeast façade to relieve scale issue on the elevation if the bike station proceeds, the problem is solved. Without it going forward, need to resolve elevation's tall big blank appearance with the mechanical penthouse appearance is still a problem. In other areas, the penthouse recedes and steps back, is it possible to recede and stepback in this situation. As designed currently a big box with corrugated metal; needs to be better.
- Relevant to the trellis feature on the building's north elevation, it appears clunky and needs something more nicely layered/delicate.
- Where straight meets curved on the upper elevations needs to be reexamined.
- Encourage the use of LED lighting.
- Push for bike station to create a better elevation than without it.

ACTION:

On a motion by Wagner, seconded by Weber, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-3) with Smith, Barnett and Ferm voting no. The motion for final approval noted the need to not hold up the project based on issues with the absence of issues associated with the development of a bike station and south elevation. The motion provided for final approval with a recommendation to look at those items discussed in addition to the issue of moped parking here and on campus and come back to staff and other City agencies for approval. In addition, if a ground sign is used, attempt to make more than consistent with the building's architecture rather than the "campus standard." The motion for final approval followed a failed motion to refer by Barnett, seconded by Rummel, to address issues with the south elevation with or without the bike station, the lack of a bike station design, connectivity to the street, as well as problems with the blankness of the south elevation and adjoining upper penthouse and landscape comment. The motion failed on a vote of (4-5) with Barnett, Ferm, Smith and Rummel voting yes, and Harrington, Slayton, Weber, Woods and Wagner voting no.

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, 7, 7.5, 8, 8.5 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1308 West Dayton Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	8	7	-	7	6	6	-
	-	-	-	-	-	-	-	9
	8	8	7	7	6	6	9	8
	7	8	6	6	7	7	8	7
	9	8.5	8	10	8	9	9	8.5
	6	7	6	5	5	5	6	6
	6	7.5	6	6	7	6	7	7.5

General Comments:

- Some tweaks for south façade and future bike station would enhance project. High quality design overall.
- Great detail. This is developing into a dynamic student setting.
- Width of big steps looks shallow for table size – cramped/safety issues; south façade at Dayton is bleak.
- Light fixture does not match building design.
- Southeast façade and bike station are critical and remain unresolved – canopy vs. trellis on north elevation think of it as a large “metro” canopy, i.e. piano.