

## AGENDA # 10

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** June 20, 2007

TITLE: 1300 Block of University Avenue –  
PUD(GDP), Wisconsin Institute for  
Discovery. 8<sup>th</sup> Ald. Dist. (06763)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: June 20, 2007

**ID NUMBER:**

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Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Michael Barrett and Richard Slayton.

### **SUMMARY:**

At its meeting of June 20, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP) located in the 1300 Block of University Avenue. Appearing on behalf of the project were George E. Austin, Del Wilson, Craig S. Spangler and Peter J. Heaslett. The presentation emphasized the facility's function as a public/private collaborative biological research facility. The concept provides for main floor with three floors of research above with penthouse involving three building core elements. The Wisconsin Institute for Discovery/The Morgridge Institute for Research is located at an entryway to the City/Campus involving the development of the block surrounded by University Avenue, Randall Avenue, Campus Drive and Orchard Street. Following an overview of the development concept of the facility, the Commission noted the following:

- Concerns were expressed with the tower form (segregated), doesn't allow the flow of ideas between the interdisciplinary elements of the perspective research facilities.
- The issue of connectivity across adjacent right-of-ways; underground versus sidewalk bridges requires further study.
- Concern with LEED certification and the potential to be "value engineered" out later due to steep costs.
- Emphasize access to the building for both pedestrians and bicycles; coddle with amenities.
- Appreciate the reduction in carbon footprint 100-year building but need to work with issues with the Charter Coal Plant.
- Getting across into University Avenue and Campus Drive critical as well as providing a link across (through flow) to areas north of University Avenue, in addition to look at the apex of Campus Drive's block to extend gateway.

### **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 5/6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1300 Block of University Avenue**

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

General Comments:

- Exciting – would like to see adjacent west parcel to become part of project.
- Gold LEED was promised here – we will remember! Finally, a university building concept that embraces and contributes to the City! A key to sustainability: bike friendliness – to include on-site showers and covered bike parking. It is sad that the university can’t embrace our architectural past as it progresses. Why can other countries harmonize the two and we reflexively bulldoze?
- Urge you to find a way to incorporate triangular property at Randall into project. Very exciting goals of sustainability. You should set the standard. Important gateway.
- Challenging, difficult site, and a very hopeful and visionary concept. We’ll be watching with great interest.