

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** March 11, 2015

TITLE: 110 South Paterson Street – Public Project  
and Selective Demolition for “Madison  
Water Utility-Paterson Operations Center.”  
6<sup>th</sup> Ald. Dist. (36951)      **REFERRED:**  
**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: March 11, 2015

**ID NUMBER:**

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

### SUMMARY:

At its meeting of March 11, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a public project and selective demolition for “Madison Water Utility-Paterson Operations Center” located at 110 South Paterson Street. Appearing on behalf of the project were Al Larson, Richard C. Lundeen, Stacey Z. Keller and Shane Bernau. They have met with the area’s Alder as well as neighborhood groups and have presented to the Water Board. The existing 2 ½ story building will be maintained and rehabilitated, while the 1-story garages would be demolished. They are pushing the building about 15-feet closer to Main Street from where it currently stands in order to active the Main Street corridor. There will be an identifiable entrance on Paterson Street and engagement with the street by seeing into the building at the intersection with Main Street. They will be pursuing a variance as they are not providing parking lot islands within the parking area. They are on a capped site by the DNR. They are looking at a green roof with some sort of tray system.

Comments and questions from the Commission were as follows:

- Your inspiration images are nice and very industrial. This corner element in particular loses that industrial character and actually confuses the sense of entry on Paterson Street by treating this corner canopy, signage, it detracts from the Paterson entry. I would recommend taking a more industrial approach to that corner.
- Your comments on displaying the louvers, are you going to do anything about the ones across the street?
  - That may be used as parking.
- There are rumors about structured parking for this area.
  - Essentially the City owns the Don Miller parcel and that’s being developed as an incubator site. We’ve been in conversation recently with MG&E and we’re looking at this corner of Main and Livingston as being a potential site for a parking ramp.

- You show your wall undulating and then there's a semi-circle as it crosses the drive. Could you explain that? It looks like the wall stops at the drive but on the other side of the drive you have a semi-circle. I'd like to see that continue.
  - That's the other project.
- I'd love to see a place to meet some people, it's a great space to extend the park a little bit. A bench, a water fountain.
- I like the flag, it gives it an elementary school feel.
  - We got very strong feedback about that flag.
- I don't see anything that shows this is a Water Utility building. It would be nice to identify this as part of the way people get their water. I've seen other buildings where they really celebrate and show how the water comes off the roof and into rain gardens. I think you're starting to with the pipes, but not the landscaping.

**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 rating for this project is 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 110 South Paterson Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	7	7	-	-	9	9	8
	-	7	-	-	-	-	-	-

General Comments:

- Nice composition without being overbearing or too busy.
- Design could be more “industrial” but if this design reflects desires of community, I’m OK with it.
- Desire for identifiable architecture, but don’t see it. What if identifiable landscape focused on water?