

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 19, 2014
TITLE: 828 John Nolen Drive – New Construction in UDD No. 1 for “M3 Insurance Solutions.” 14 th Ald. Dist. (32886)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 19, 2014	ID NUMBER:

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

SUMMARY:

At its meeting of February 19, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction in UDD No. 1 located at 828 John Nolen Drive. Appearing on behalf of the project were Peter Tan, representing The Livesey Company; and Rich Strohmenger, representing The Bruce Company. Tan gave an overview of the project, showing the main entrance, drop-off and parking areas. Strohmenger detailed the proposed landscape plan. The project will return for signage approvals.

Comments and questions from the Commission were as follows:

- Make sure your treatment on the south property line, that length of parking, is appropriate with what is proposed immediately on the other side of it.
- Take care at your drive entry in relation to the bicycle path.
- There are opportunities to accentuate with your plantings, let it break away. Give your base some plantings so it’s not just concrete.
- The drive entry needs to focus on the corners. Get at least one more plant in those rows of four.
- The tree lined boulevard is a traditional piece, but your boulevard is so short. Have you looked at a double line of trees so it frames the area that is your main drive aisle entry, that’s another way to strengthen that.
- The two Carpinus, can you possibly put one or two shade trees in there? I don’t care what species. I also suggest putting ground cover in the tree islands instead of lawn, so it really forms that parking shape and then you don’t have to lift the lawn mower over the curb.
- Signage will return because the District requires a separate public hearing.
- It does feel like this whole corridor is a lost opportunity, particularly seeing such a low density building. I’m disappointed.
 - There was a lot of encouragement, including from Ald. Strasser, to do a lot more.

ACTION:

On a motion by Huggins, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion noted that the signage will return for final approval 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 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 828 John Nolen Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	6	6	-	6	6	6
	6	7	5	-	-	6	5	6
	6	8	6	7	-	-	4	6

General Comments:

- Nice design, but not highest and best use of this site.