

**AGENDA # 10**

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** October 19, 2011

**TITLE:** 1502 Pankratz Road – New  
Construction in UDD No. 4, “The Food  
Enterprise & Economic Development  
(FEED) Kitchens.” 15<sup>th</sup> Ald. Dist.  
(24243)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** October 19, 2011

**ID NUMBER:**

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Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Henry Lufler, Richard Slayton, and John Harrington.

**SUMMARY:**

At its meeting of October 19, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for “The Food Enterprise & Economic Development (FEED) Kitchens” located at 1502 Pankratz Road. Appearing on behalf of the project were Jeremy Frommelt, representing Iconica; John Seamon, representing FEED; and Ellen Burnard, representing the Northside Planning Council. Seamon presented background on the organization. The project was identified as a priority for the Northport-Warner-Sherman Neighborhood Plan completed in 2010 and has received \$300,000 in funding. It is anticipated that between 130-140 individuals or businesses will benefit from this facility. The facility is going to allow food service training programs for unemployed and disadvantaged individuals. This project also has strong budget constraints. The facility is roughly 5,400 square feet with site access off of Pankratz Road. Materials include metal panel, orange-red EIFS and masonry. Comments from the Commission were as follows:

- Study how your customers use the loading dock area. If someone is delivering a palette of flour, how will they get it inside?
  - Trucks can’t be brought in because we can’t handle the exhaust. They have to be able to drive up to but not into, which is why there is an overhead door with a palette deck on-site.
- Pursue edible landscaping to complement your operations.
- Think about the dumpster enclosure as a screen wall from Packers Avenue; think about it as an element you see as you approach.
- Look at the masonry base, look at bringing the metal down to grade in some locations to break it up, beyond plinth of stone base.
- This is a really fine project.
- Look at the efficiency of access, for example parking lot side only as proposed.
- Adding some kind of protecting element over the entry is a good idea. Look at cantilever cover.
- Study tree play between EIFS panels and corrugated elements.
- I like the boldness of the sign but it’s too big.

- Consider a sidewalk that comes out to the street. Is there a way of incorporating a rain garden?
- Bring some elevations of your rain garden.
- Sign element big; move to entry over EIFS.
- On east elevation move metal panel below canopy. Look at locations of metal panel and EIFS to reduce cost; look at interplay where they meet such as the east roof corner (thin).

**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 is 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1502 Pankratz Road**

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

General Comments:

- Very thoughtful, well executed design that utilizes the design budget as a good thing and not a hindrance.
- Inspired project! Study loading zone.
- Allen Centennial Gardens edible gardens would be an outstanding resource. Study mirroring the exterior access to activate the public south façade and simplify site. Study dumpster enclosure west wall as the foreground to the building.