

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 20, 2012

TITLE: 4916 East Broadway – New Construction,
“Facility Gateway Corporation.” 16th Ald.
Dist. (26752)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 20, 2012

ID NUMBER:

Members present were: Todd Barnett, Acting Chair; Richard Slayton, Dawn O’Kroley, Melissa Huggins, Marsha Rummel, John Harrington and Tom DeChant.

SUMMARY:

At its meeting of June 20, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction located at 4916 East Broadway. Appearing on behalf of the project were Bill Cordio and Tyler Marks. Marks presented information for redesigning the empty hotel for “Facility Gateway Corporation” on a 12 acre parcel. This is considered a gateway into Madison and plans include making this feel like a technical park atmosphere. The existing overhang in the entrance area with a drive-thru area will be eliminated, floor to ceiling windows will be installed, with the front part of the structure being the headquarters. The backside will be gutted and turned into warehouses; data centers will also be added off the back of the building with an entrance from Femrite Drive. The Commission applauded the reuse of this old hotel building. The applicant was encouraged to look at stormwater management, parking lot configuration and tree plantings, signage, green rooftop, and courtyard possibilities when returning for approvals. Comments and questions from the Commission were as follows:

- The intersection of high tech glass volumes speaks to your business and the technology of it. Look at industrial and high tech architecture where the form meets the need.
- The building is innovative and very exciting to look at. Don’t be so precious with the parking lot. I’d get rid of the single loaded bay (at the front), reconfigure the existing/proposed layout and definitely cover the ends of bays with islands for trees. The building is so innovative and you’re just resurfacing the parking lot and restriping it. Be as innovative with the parking lot and site as you are with the building.
- Think about investing to bring the building up so it’s more in line with the plane of the buildings that already line the street.
- Look at the solar panels to be an option for shading devices for the parking lot.
- Look at changing the orientation of parking which could result in a long stretch of landscaped island that could easily become a bioretention device.

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: 4916 East Broadway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	4	7	-	-	-	-	-	6
	3	6	3	-	-	-	-	-

General Comments:

- Great potential. Bring site design up to the level of the building.
- Interesting reuse of hotel for IT data center. Existing start.
- Great reuse of languishing property. Should seriously retain parking/landscape – big opportunity with very high visibility.