

**AGENDA # 10**

City of Madison, Wisconsin

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** April 1, 2009

**TITLE:** 701 & 737 Lorillard Court, 159-171  
Proudfit Street – Two, Three-Story Office  
Buildings, Amended PUD(GDP-SIP). 4<sup>th</sup>  
Ald. Dist. (10050)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** April 1, 2009

**ID NUMBER:**

Members present were: Bruce Woods, Mark Smith, John Harrington, Richard Slayton, Jay Ferm, Dawn Weber, Marshal Rummel, Ron Luskin and Todd Barnett.

**SUMMARY:**

At its meeting of April 1, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for an Amended PUD(GDP-SIP) located at 701 & 737 Lorillard Court and 159-171 Proudfit Street. Appearing on behalf of the project were Chris Schramm, Marc Schellpfeffer and Paul Cuta, all representing Urban Land Interests.

The original PUD-GDP provided for anticipated development of 24,000 square feet, three story office building (referred to as “Building A”) in conjunction with a PUD-SIP for a 43,282 square foot, three-story office building on the same site (referred to as “Building B”). The concept for a development of Phase 2 for Building A has been modified to provide for the development of a two-story building along Proudfit Street featuring 7,150 square feet on each level; combined with large loft space at the building’s upper level. The revised design has been presented to the Bassett Neighborhood Steering Committee in addition to the adjacent Monona Bay Neighborhood Association. The design features direct access to the main level off of Proudfit Street with upper level slightly above the rear parking lot grade, thus requiring no elevator. Bike parking is provided under an overhang off the northeast corner of the building where the building is constructed with masonry, galvanized metal and features screened rooftop mechanicals. Signage will be comprised of a monument sign and tenant wall signage currently in the development. Following review of the project, the Commission noted the following:

- The project looks great; window patterns should be a bit different; more unpredictable.
- House HVAC units vertically instead of horizontally, chimney-like.
- Concern with nestling building down too far into the ground.
- Question rationale for dematerializing to the north rather than to the south on the west elevation.
- Consider adding a four-court as an entry statement to the Proudfit facade.
- Question what kind of stone in the gabion basin, could be a type of stone that provides a sculptural element.
- Question that the potential number of people for a 14,000 square foot space could be satisfied with four biking stalls, not enough.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION**, the Commission took no formal action. Luskin abstained from consideration of this item.

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 6.5, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 701 & 737 Lorillard Court, 159-171 Proudfit Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	9		6	6	7	8	8
								info
	6	7	8				7	7
	5	7				6	7	7
	6	7				6	7	6.5
	6	9				7	8	

General Comments:

- “Honest” industrial building that fits surroundings. Interesting articulation, great windows.
- Nice architectural concepts, bring landscape along with it!
- No elevator? Really? Has great potential – why not open to park and lake? Flip west façade north and south?
- Very elegant, well thought-out. Look at HVAC element as more vertical – chimney but not a chimney.