

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 16, 2011
TITLE: 5402 World Dairy Drive – PUD(GDP-SIP) for a Research Facility – Midwest Biolink Commercialization and Business Center. 16 th Ald. Dist. (20931)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 16, 2011	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

At its meeting of February 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) for a research facility located at 5402 World Dairy Drive. Appearing on behalf of the project were Michael Schmeltzer, representing Strang Architects; Peter Tan and Frank Staniszewski, representing Madison Development Corporation. Tan presented the updated plans showing more landscaping details. The current renderings show more clearly the building materials, much better. The trash surround has been raised 16-inches to further screen the trash and prevent homeless people from hanging out, per Ald. Compton, who supports approval of the plans as revised. The design has been refined with vertical elements in a blue color. The contours around the building are more pronounced as detailed. An Oak tree has been added with a Crabapple moved to the back. Landscaping has been moved around the southeast corner. Comments and questions from the Commission were as follows:

- I appreciate all the updates you made. It’s a very nice project that is appropriate for the site and the use.

ACTION:

On a motion by Harrington, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

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 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5402 World Dairy Drive

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

General Comments:

- Proper building with a funny hat – why?



Department of Planning & Community & Economic Development
 Planning/Neighborhood Preservation & Inspection/Economic & Community Development
 Mark A. Olinger, Director

Bradley J. Murphy
 Planning Division
 215 Martin Luther King, Jr. Boulevard
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635

REVIEW REQUEST FOR:

- PRELIMINARY PLAT
- FINAL PLAT
- LOT DIVISION/CSM
- CONDITIONAL USE
- DEMOLITION
- REZONING
- INCLUSIONARY ZONING
- OTHER

5402 World Dairy Drive
 RZ : PUD-GDP to PUD-SIP
 Construct 31,000 square-foot office/laboratory building with attached greenhouse
 City of Madison/Frank Staniszewski - Madison Development Corporation

PLANNING DIVISION CONTACT: Heather Stouder

RETURN COMMENTS BY: 24 February 2011

PLEASE ALSO EMAIL OR FAX ANY COMMENTS TO THE APPLICANT:

Applicant E-mail: fstan@mdcorp.org Fax: 256-1560

Date Submitted: 05 January 2011 Plan Commission: 07 March 2011

Date Circulated: 11 January 2011 Common Council: 15 March 2011

CIRCULATED TO:

- ZONING
- FIRE DEPARTMENT
- PARKS DIVISION
- TRAFFIC ENG.
- CITY ENG. - DAILEY
- CITY ENG. - MAPPING & EN.V.
- WATER UTILITY
- CDBG - CONSTANS
- REAL ESTATE - EKOLA

- DISABILITY RIGHTS
- POLICE DEPT. - CHANDLER
- CITY ASSESSOR - M. RICHARDS
- MADISON METRO - SOBOTA
- MMSD BOARD, C/O SUPT.
- PUBLIC HEALTH - SCHLENKER
- NEIGHBORHOOD ORGANIZATION

- ALD. Compton DIST 16
- MADISON GAS & ELECTRIC
- ALIANT ENERGY
- A T & T
- T L S
- MT. VERNON TELE

- Review the above as per time schedule set in Chapter 16.23(5)(b)2; 16.23(5)(3)3; or Chapter 28, City of Madison Ordinance; OR your agency's comments cannot be considered prior to action.
- One copy for your files; one copy for file of appropriate telephone company; PLEASE RETURN one copy with joint comments.
- The above is located in your district. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.
- The above is located within or near the limits of your neighborhood organization. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

RETURN COMMENTS TO: PLANNING DIVISION, DEPT. OF PLANNING & COMMUNITY & ECONOMIC DEVELOPMENT, ROOM LL100 MMB, 215 MARTIN LUTHER KING JR. BLVD.

NO COMMENTS / YOUR COMMENTS:

I met with the applicant and architects and they appear to have taken my recommendations as well as those of UIC and will do their best to implement them. Though I still don't like the retail trim, I suppose it works. My key request is a price difference for a green roof and a secure dumpster siting. I approve pending the results of those items and staff recommendations.