



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 825 W Badger Road
Application Type: Informational Presentation for a Public Building in UDD 7
UDC will be an Approving Body
Legistar File ID #: [81514](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Kirk Keller, Plunkett Raysich Architects, LLP

Project Description: The applicant is proposing the construction of a two-story daycare facility on the Madison College Goodman South Campus.

Approval Standards: The UDC will be an **approving body** on this request. The site is located in Urban Design District 7 (“UDD 7”), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in [MGO Section 33.24\(14\)](#).

In addition, pursuant to MGO Section [33.24\(4\)\(d\)](#), “*The UDC shall approve plans for all buildings proposed to be built or expanded in the City by the State of Wisconsin, the University of Wisconsin, the City of Madison, Dane County, the Federal Government or any other local governmental entity which has the power to levy taxes on property located within the City.*” The approving authority of the UDC is limited to the buildings themselves. Comments related to landscaping would only be advisory in nature.

Adopted Plans: The project site is also located within the [South Madison Neighborhood](#) Plan (the “Plan”) planning area in the Perry and Ann Streets focus area. While the Plan does not include specific recommendations for the project site, the Plan does include a conceptual development plan with core goals identified, including growing new employment development that complements Madison College, as well as the development of low-medium density residential opportunities.

Zoning Related Information: The project site is zoned Commercial Corridor (CC). Within the mixed-use and commercial zoning districts there are general provisions related to building and site design that are intended to foster high-quality building and site design. Such standards are outlined in [Section 28.060](#), including those that speak to building and entrance orientation, façade articulation, door and window openings, and building materials (see attached). As a new building, the development will be required to meet the design standards pursuant to MGO Section 28.060.

The project site is also located with the Transit Oriented Development (TOD) Overlay Zone. In the CC zoning district, the TOD Overlay stipulates that maximum heights are six stories/90 feet with a minimum height of two stories, and that the maximum principle building setbacks shall be no more than 20 feet for at least 30 percent of the primary street-facing façade (Badger Road) and no more than 20 feet from the secondary street (Perry Street). In addition, a principal building entrance shall be oriented towards the primary abutting street and located within the maximum setback (W Badger Road/20 feet).

While as proposed, the building location appears to meet these requirements except for the principal building entrance setback and the building height (required to be two occupiable stories, 75 percent of the floor area of the first floor), which are not met. Staff notes that a complete Zoning analysis will be conducted as part of the

formal application process. Ultimately, the Zoning Administrator will determine compliance with the TOD Overlay requirements.

Summary of Design Considerations

Staff recommends that the UDC provides feedback on the development proposal regarding the aforementioned standards related to the items noted below.

- **Building Design and Composition.** Staff requests the Commission's feedback on the overall building composition as it relates to the UDD 7 guidelines and requirements, including those that state that "*Office building and other non-retail buildings should have at least forty percent of the street wall devoted to windows,*" as well as those that generally speak to design main building entries as a focal point, utilizing four-sided architecture, minimizing blank walls, incorporating a richer level of design at the pedestrian level, complementing the character of adjoining buildings on the blockface, etc.

Consideration should be given to minimizing blank walls, designing with a sensitivity to context (datums, materials, details, including those delineating the principal building entry), the design of the proposed pedestrian plaza, and utilizing a similar level of design and details across both campus building (i.e. material transitions, roof overhangs, architectural accents, etc.).

- **Building Materials.** The building material palette appears to consist of aluminum metal panel and multiple types/colors of masonry, including buff limestone and brick. Staff requests the Commission's feedback on the building material palette as it relates to UDD 7 guidelines and requirements, including those that state that "*Exterior materials shall be durable, high-quality, materials and appropriate for external use.*" Consideration should be given to material transitions, articulation and to the application of masonry elements/articulation.

Staff also notes the exterior material limitations as noted in the Zoning Code, MGO 28.060, including those that require metal panel systems to be heavy gauge and non-reflective and that smooth-face/split-face block shall only comprise 33% of any building wall adjacent to a public street or walkway.

- **Landscape and Fencing.** UDD 7 guidelines and requirements generally speak to providing screen fences and landscape buffers at property edges, utilizing functional and attractive landscape designs and plantings to accentuate building features and create continuity between buildings, as well as define blockfaces.

Staff requests the UDC provide feedback on the conceptual landscape plan and plant list, giving consideration to providing adequate screening for parking and refuse areas, as well as providing year-round color and texture in play area, screening blank walls, and softening hardscape areas.

In addition, as shown on the site plan, there are multiple fenced play areas. While limited details were provided with regard to the fence material, staff requests, the UDC provide feedback related to the fence material, height and opaqueness.

28.060 GENERAL PROVISIONS FOR MIXED-USE AND COMMERCIAL DISTRICTS.

(1) Statement of Purpose .

Mixed-use and commercial districts are established to provide a range of district types, from the small neighborhood center to regional-level retail centers, while fostering high-quality building and site design and pedestrian, bicycle and transit as well as automobile circulation.

(2) Design Standards. The following design standards are applicable after the effective date of this code to all new buildings and major expansions (fifty percent (50%) or more of building floor area). Design standards shall apply only to the portion of the building or site that is undergoing alteration.



Figure D1: Entrance Orientation

- (a) Entrance Orientation (See Figure D1). All new buildings shall have a functional entrance oriented to an abutting public street. Additional entrances may be oriented to a private street or parking area. For buildings with multiple non-residential tenants, a minimum of one (1) tenant space shall have a functional entrance oriented towards an abutting public street. Other tenant spaces shall be connected to the public street with a private sidewalk connection. Entries shall be clearly visible and identifiable from the street, and delineated with elements such as roof overhangs, recessed entries, landscaping, or similar design features. Barrier-free entrances are encouraged. (Am. by ORD-13-00113, 6-26-13)

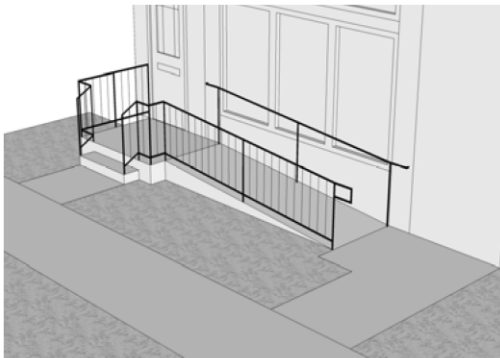


Figure D2: Barrier-Free Entrance Example

- (b) Facade Articulation. Consistent with the design of traditional storefront buildings, new buildings of more than forty (40) feet in width shall be divided into smaller increments, through articulation of the facade. This can be achieved through combinations of including but not limited to the following:
1. Facade Modulation (See Figure D3). Stepping back or extending forward a portion of the facade.
 2. Vertical divisions using different textures or materials (although materials shall be drawn from a common palette).
 3. Division into storefronts, with separate display windows and entrances.



Figure D3: Facade Modulation

4. Variation in roof lines by alternating dormers, stepped roofs, gables, or other roof elements to reinforce the modulation or articulation interval (See Figure D4).
 5. Arcades, awnings, and window bays at intervals equal to the articulation interval.
- (c) Design of Street-Facing Facades.

No blank walls shall be permitted to face the public street, sidewalks, or other public spaces such as plazas. Elements such as windows, doors, columns, changes in material, and similar details shall be used to add visual interest.



Figure D4: Variation in Roof Lines

- (d) Door and/or Window Openings. For nonresidential uses at ground floor level, windows and doors or other openings shall comprise at least sixty percent (60%) of the length and at least forty percent (40%) of the area of the ground floor of the primary street facade. At least fifty percent (50%) of windows on the primary street facade shall have the lower sill within three (3) feet of grade.

For residential uses at ground level, a minimum of fifteen percent (15%) of the ground level of residential facades or side and rear facades not fronting a public street shall consist of windows and door openings. On upper stories, window or balcony openings shall occupy a minimum of fifteen percent (15%) of the upper-story wall area.

1. Glass on windows and doors shall be clear or slightly tinted, allowing views into and out of the interior. Spandrel glass that mimics the appearance of windows may be used for up to twenty percent (20%) of the required area of the openings. (Am. by ORD-13-00205, 12-10-13)
 2. Displays may be placed within windows. Equipment within buildings shall be placed a minimum of five (5) feet behind windows. To preserve views, within three (3) feet of any window, not more than thirty percent (30%) of the view through the windows shall be blocked by merchandise, displays, shelving, or other obstructions.
 3. Window shape, size and patterns shall emphasize the intended organization of the facade and the definition of the building.
- (e) Equipment and Service Area Screening. If an outdoor storage, service or loading area is visible from adjacent residential uses or an abutting public street or public walkway, it shall be screened by a

decorative fence, wall or screen of plant material at least six (6) feet in height. Fences and walls shall be architecturally compatible with the primary structure.

- (f) **Screening of Rooftop Equipment.** All rooftop equipment, with the exception of solar and wind equipment, shall be screened from view from adjacent streets and public rights-of-way. Rooftop equipment shall be screened from view from adjacent buildings to the extent possible.
 1. The equipment shall be within an enclosure. This structure shall be set back a distance of one and one-half (1½) times its height from any primary facade fronting a public street.
 - a. Screens shall be of durable, permanent materials (not including wood) that are compatible with the primary building materials.
 - b. Screening shall be constructed to a height of at least one (1) foot above the height of the equipment.
 2. Exterior mechanical equipment such as ductwork shall not be located on primary building facades.
- (g) **Materials.** Nonresidential or mixed-use buildings shall be constructed of durable, high-quality materials such as brick, stone, textured cast stone, or tinted masonry units. Table 28D-1 below lists allowable building materials. When applying these requirements, consideration shall be given to the use, amount, placement and relationship of each material as part of a comprehensive palette of building materials. All building facades visible from a public street or public walkway should employ materials and design features similar to or complementary to those of the front facade.

Table 28D-1.

Building Materials	Allowable for use as/at:				Standards (see footnotes)
	Trim/Accent Material	Top of Building	Middle of Building	Base/Bottom of Building	
Brick (Face/Veneer)	✓	✓	✓	✓	
Smooth-Face/Split-Face Block	✓	✓	✓	✓	A
Wood/ Wood Composite	✓	✓	✓		
Fiber-Cement Siding/Panels	✓	✓	✓	✓	
Concrete Panels, Tilt-up or Precast	✓	✓	✓	✓	B
EIFS/Synthetic Stucco	✓	✓			C
Stone/Stone Veneer	✓	✓	✓	✓	
Metal Panels	✓	✓	✓	✓	D
Hand-Laid Stucco	✓	✓			C
Vinyl Siding	✓				E
Glass Curtain Wall System	✓	✓	✓	✓	
Reflective Glass/Spandrel	✓				F
Glass (Storefront)	✓	✓	✓	✓	

A - Shall be used in conjunction with a palette of materials and shall not comprise more than 33% of any building wall adjacent to a public street or walkway.

B - Shall incorporate horizontal and vertical articulation and modulation, including but not limited to changes in color and texture, or as part of a palette of materials.

C - Shall not be within three feet of the ground or used in heavily trafficked pedestrian areas or where high pedestrian traffic is anticipated.

D - Shall be used in conjunction with a palette of materials; shall be a heavy gauge metal, and; shall be non-reflective.

E - Shall be used in limited quantities due to its limited durability.

F - Shall be used in limited quantities as an accent material.



Figure D5: Compatibility with Traditional Buildings

- (h) Compatibility with Traditional Buildings. (See Figure D5.) New development shall relate to the design of traditional buildings adjacent to the site, where present, in scale and character. This can be achieved by maintaining similar, facade divisions, roof lines, rhythm and proportions of openings, building materials and colors. Historic architectural styles need not be replicated.



Figure D6: Building Alignment

- (i) Building Alignment. (See Figure D6.) Buildings shall be aligned with facades parallel with the street to create a well-defined street edge.
- (j) Building Articulation. (See Figure D7.) Buildings shall have horizontal and vertical articulation, which may include dormers, cornice detailing, recesses and projections, stepbacks of upper stories, changes in roof types and planes, building materials, and window patterns. The base of the building shall relate to the human scale, including doors and windows, texture, projections, awnings, canopies, and similar features.



Figure D7: Building Articulation

- (k) Ground-Floor Residential Uses. (See Figure D8.) Ground-floor residential uses fronting a public street or walkway, where present, shall be separated from the street by landscaping, steps, porches, grade changes, and low ornamental fences or walls in order to create a private yard area between the sidewalk and the front door.

