

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 1, 2010
TITLE: 610 John Nolen Drive – New Construction, Office/Retail Development in Urban Design District No. 1. 14 th Ald. Dist. (12032)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 1, 2010	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of December 1, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on new construction for office/retail development located at 610 John Nolen Drive. Appearing on behalf of the project were Jim Gersich and Rob Zache. Zache presented details of the site and surrounding buildings. 660 John Nolen would be the anchor for a 2-story building and two, 1-story buildings. Similar but different architectural styles will be used on the new buildings. The 2-story building would have 10-foot ceilings; while the 1-story buildings would have 14-foot ceilings for a stepped effect. All three buildings will be as close to the roadway as possible, with parking behind the buildings shielded from John Nolen Drive. Some of these specifics such as height and number of stories could change with the market. DOT will not allow them any curb cuts on John Nolen Drive. Comments and questions from the Commission were as follows:

- I like the placement of the buildings, I like seeing through the buildings, but I think you could enhance it by rearranging them to achieve more greenspace.
- It would be nice for the architecture to try to get more vertical mass in this area. Encourage looking at two story massing.
- The buildings need to be tighter together to give it a “campus” feel.
- Play with the shape of the retention pond.
- Look at bike amenities at the back of the buildings.
- Take advantage of the fact that your lot line is somewhat ambiguous.

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: 610 John Nolen Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	4	-	-	-	-	-	-	-
	6	-	-	-	-	5	5	6

General Comments:

- Buildings are too loosely spaced – disjointed for a strong campus feeling.
- Reconsider overall direction of plan. Create strong “continuous” line along John Nolen Drive.
- Too soon to know.