

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 7, 2008
TITLE: 6502 Town Center Drive (Lot 4, Metrotech Plat) - Amended PUD(GDP-SIP) for an Office Building. 3rd Ald. Dist. (09841)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 7, 2008	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Todd Barnett, Marsha Rummel, Bruce Woods, John Harrington, Richard Wagner, Richard Slayton, Jay Ferm and Bonnie Cosgrove.

### **SUMMARY:**

At its meeting of May 7, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for an Amended PUD(GDP-SIP) located at 6502 Town Center Drive. Appearing on behalf of the project were Fred Campbell, and Daniel J. Helwig, representing Dr. Robb Warren. The plans as presented by Helwig, project architect featured the following:

- Context details including previously approved and recorded material were provided relevant to the site's location within the Sprecher Neighborhood, the overall Metrotech development and approved PUD-GDP provisions.
- A detailed review of the proposed plans emphasized the development of an 11,427 square foot dental office with future provisions for phase two as part of the overall amended PUD-GDP for an 18,545 square foot addition with a total build-out between both phases of 29,932 square feet.
- A detailed discussion on site plan, building orientation issues was provided.

Following the presentation the Commission noted the following:

- If Phase II is not built, Phase I (east phase) should be able to stand on its own, needs to provide a design that does, needs tree islands in the southern tier, the surface parking lot, along with elimination of the west leg of the sidewalk at the front of the building.
- No true main entrance from building's Town Center Drive frontage, a weakened design.
- If no Phase II, Phase I a fairly suburban building.
- Don't like the use of spandrel glass on the east elevation, provides for "no eyes on the street."
- Concern with westerly sun issues with amount of windows as proposed on the western elevation.

Following the presentation staff noted to the Commission that the applicant had provided previously requested information relevant to the property's location within the Sprecher Neighborhood, as well as the overall Metrotech development. Staff noted that the project as proposed and presented still lacked address of the following according to the provisions of the adopted and recorded PUD-GDP:

- Lacks urban character, has urban character issues required with the existing PUD-GDP.
- Has conflicts with the visibility of surface parking from the street.
- Lacks full details on both phases of the plans.
- Is inconsistent with the overall PUD-GDP in support of an estimated 48,777 square foot building.
- The parking lot should be appropriately screened and shaded, as well as create an appropriate pedestrian environment,
- Issue with the entry treatment as it relates to the Town Center Drive street frontage requires further address.

**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 are 4, 5, 5 and 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 6502 Town Center Drive**

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

General Comments:

- Provide “non”-parked space at end of parking bay for turning. East face of Phase I must look complete (if Phase 2 is not built).
- The project would be improved if it related more strongly to the street – a larger entry, for example.
- Somewhat troubling that this important corner is proposed to be so under-utilized.
- Lack of true front entrance along Town Center Drive prevents proper pedestrian circulation and greatly diminishes likely presence of buildings on the street. Design fails to take good advantage of wonderful sight of pond. Poor relationship of building to street.
- Plaza at corner, please.
- Address street activation to off-set suburban design; activate windows by front door.