

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 20, 2006	
TITLE: 9701 Brader Way – PUD(SIP), Office Building. 9 th Ald. Dist. (04545)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: September 20, 2006	ID NUMBER:	

Members present were: Paul Wagner, Chair; Lisa Geer, Cathleen Feland, Todd Barnett, Michael Barrett, Lou Host-Jablonski, Ald. Noel Radomski and Robert March.

SUMMARY:

At its meeting of September 20, 2006, the Urban Design Commission **REFERRED** consideration of a PUD(SIP) for an office building located at 9701 Brader Way. Appearing on behalf of the project were Fred Schuhmacher, Alex King, Tom Knoop and Keith Kaetterhenry. The project provides for development of a 3-story, 46,000 square foot office building (Baer Insurance building) located off of the southeasterly corner of the intersection of Veritas Drive and Brader Way within the Blackhawk Church Town Center Planned Development. Prior to the presentation staff noted to the Commission that this project represented the first non-church affiliated development within the Planned Development. Staff noted that the development of the site required address of specific provisions within the previously approved overall PUD-GDP for the Blackhawk Church Town Center. The office structure features the development of both surface and underground parking providing for a combination of 175 stalls on the site. A review of the building elevations emphasized the use of utility brick, green tinted windows, in combination with split face block and EIFS applications on portions of the upper elevations of the building. The site plan features pedestrian access to the building off of the property's frontage to Brader Way along the easterly and southerly elevations of the L-shaped building. Following the presentation, the Commission noted concerns on the following:

- The parking levels are in excess of that required under the code with the site plan as a result there is an excessive amount of hard surface on the site.
- Look at alternatives to providing grass within the infiltration and bioswales areas to provide for more efficient function of these areas.
- Pull back parking from 17 and 18-foot deep stalls to 16-feet, with a 2-foot overhang, and provide appropriate areas and width for landscaping around the perimeter of the site.
- Reexamine the connection between the stair towers and curtain wall and how they meet at the corner to provide relief with a change of plane (the curve).
- Look at handling more roof water on-site.
- The site is primarily impervious; look at more structured parking to off-set the level of surface parking provided on the site.
- The tinting on the glass might be too dark with the proposed glazing system.
- Look at providing an employee outdoor area on the site.

- The previously approved PUD-GDP for the Blackhawk Church Town Center has a requirement for shared parking. The plan as presented features too much on-site parking.
- Within the lower level underground parking, bike parking shall be shown in further detail.
- More roof water should be managed on-site with infiltration facilities.

ACTION:

On a motion by Barnett, seconded by Barrett, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (6-0-1) with Geer abstaining. The motion required address of the following:

- Reexamine the connection between the stair towers and the curtain wall.
- Modify the landscape plan to provide for more appropriate plantings within bioswales and infiltration areas as a replacement for lawn.
- Provide an outdoor break area accessible to all employees.
- Reduce and modify the extent of surface parking sufficient enough to allow for roof water infiltration on-site.
- Provide a follow-up to the provisions of the PUD-GDP for the Blackhawk Church Town Center relevant to development of this site, especially in regards to parking, landscaping and other required provisions.
- Further examine the front canopy of the building. The building front should follow the roof curve.
- Examine the use of EIFS on top portions of the building; it's application is so minimal that it takes away from the appearance and use of other materials.
- Look at how pedestrians get from sidewalk to the front door; want to see a front door entry to the street, including protective features such as an overhang.
- Concern with the use of EIFS on the curve form. The rough surface catches dirt; consider the use of precast for the long-term.
- Not clear on the elevations and plans on how glazing occurs, indented/curved.
- Corner entrance issue needs to be addressed appropriately.
- Given size of building, question the appropriateness of the size of brick needed, modular.
- Provide elevation details necessary to show the size of brick.
- Building was intended to provide more of an urban feel. Building doesn't address corner at all; need to engage its other sides (street sides).

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, 4, 5, 5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 9701 Brader Way

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	6	6	6	-	5	5	5
	4	5	6	6	-	4	3	4
	5	-	-	-	-	5	4	5
	4	6	7	2	-	3	2	4
	7	8	6	7	-	6	9	7

General Comments:

- Given that this is a PUD, within which parking was to be shared, the paved area should be significantly reduced. Bike parking should be provided in underground ramp. Consider a street entrance at corner.
- Connection to sidewalk is weak; too much parking.
- Good start, details of landscaping important.