

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 18, 2008
TITLE: 1303 West Johnson Street - PUD(GDP-SIP), South Campus Union Redevelopment. 8th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 18, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of June 18, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 1303 West Johnson Street. Appearing on behalf of the project were Walter Johnson, Jan Van Denkieboom, Paul Korz, Shayna Hetzel, Mark Guthier, Angela Pakes Ahlman and Gary Brown, all representing UW-Madison; and Sam Calvin, Department of Administration/Division of State Facilities. The informational presentation provided details for the new "South Campus Union" as a replacement for the existing Union South. Brown provided an overview of the project and its relationship with the Wisconsin Institute for Discovery, noted further development of the pedestrian-oriented mall adjacent to the property's easterly boundary as a southerly extension to that provided with the Wisconsin Institute for Discovery. Brown noted that the project would be approved in two steps: a PUD-GDP to be followed by a PUD-SIP. The project provides for the development of approximately 200,000 square feet building, including a 60-bedroom hotel, restaurants and a rail station to accommodate future light rail. The project anticipates at minimum a silver LEED certification. Following the presentation the Commission noted the following:

- Think about winter programming for the south facing upper and lower quadrant/terraces.
- Break up tree planting to embrace the site, not turn back.
- Open corner at Dayton Street and Randall Avenue with trees in arc in plaza.
- The project looks great, like overall concept and massing.
- Deal with drop-off and pick-up issues off of Dayton Street by entries to lower level parking.
- Relevant to architecture, don't see tie to the overall campus architecture.
- Pull in materials that exist on Camp Randall, existing material and color palette a bit too busy.
- Consider a fireplace in the vertical hearth on the upper terrace's plaza.
- The color palette features too many colors.
- Want to see more details as to the Orchard Street connector to Wisconsin Institute for Discovery.
- The Orchard Street entry should be the main entry.

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 7, 7, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1303 West Johnson Street

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

General Comments:

- Nice concept – site plan connection to Discovery Center?
- Awesome.
- Brilliant beginning.
- A commuter rail station is exciting. This will be a centerpiece project for generations to come.
- Drop-off design? Architecture materials? Relationship to campus architecture, specifically masonry.
- Very exciting forms and spaces. Consider year-round programming for the plaza.