

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 21, 2007
TITLE: 700 University Avenue – Amended PUD(GDP-SIP), Modifications to Previously Approved Elevations for a Mixed-Use Development (University Square), Building Lighting. 8 th Ald. Dist. (02772)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 21, 2007	ID NUMBER:

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

SUMMARY:

At its meeting of March 21, 2007, the Urban Design Commission **REFERRED** consideration of an amended PUD(GDP-SIP), modifications to previously approved elevations for a mixed-use development (University Square), building lighting located at 700 University Avenue. Appearing on behalf of the project were Patrick McGowan, Adam Smith, Rick Gilbertsen, Mark Bastion, Ingrid McMasters, Greg Rice and Steve Brown. The modifications to the previously approved elevations for the mixed-use development for University Square project consist of a request to consider an exterior lighting concept intended to complement the building design that provides for installation of a 3” in diameter luminous LED tube running vertically from the third through twelfth floor mounted to the masonry wall; 12-foot wide dark brick elements in four locations on the buildings’ Lake Street and University Avenue street façades. This approach is intended to replace conventional flood lighting of the façade, which is not as efficient either downlit or uplit. The LED source will be a white diffused light that will create a visual connection to a “U Square” branding element atop upper portions of the elevation. A review of the photometric plan provides that the fixtures would not exceed 8 footcandles +/- measured at 10-foot from façade with the property line at 15-feet with no problem with light transmission beyond. Following the presentation, the Commission noted the following:

- The attachment of the fixture within 3-feet of balconies presents an issue with being grabbed or damaged; a safety issue. Location needs further consideration.
- Consideration for integration and recesses should be provided.
- Consider pulling out to be more of a “sculptural element.”
- Completely against the lighting of the building, architecture can stand alone, a precedent that everyone will want to have and will proliferate making architecture a billboard such as “Singapore.” Agree will detract from the architecture of the building.
- Agree with precedent setting, don’t need to vertically accent a well-designed building.

ACTION:

On a motion by Barrett, seconded by Barnett, the Urban Design Commission **REFERRED** consideration of this item (tabled; to be placed on the next regular meeting agenda after public hearings for further discussion). The motion was passed on a vote of (5-1-1) with Geer voting no and Wagner abstaining. A previous motion by Barrett, seconded by Barnett, to grant final approval of lighting the building at 50% of the field level plus or minus 10% variance, failed on a split vote of (3-3-1), with Barrett, Barnett and Geer in favor; Host-Jablonski, Ald. Radomski and Woods voting no, and Wagner abstaining.

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.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 University Avenue

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

General Comments:

- Fresh technology bad idea. Certain important civic buildings deserve to stand out on the night streetscape, most do not. If allowed, this over-showy light-stripe will proliferate throughout the City. Every building owner will “deserve” this display.
- Light levels produced were very acceptable. Like the architectural statement.
- Looks nice.
- No lighting is needed.