

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 9, 2016
TITLE: 715 West Dayton Street – SERF Replacement Project. 4 th Ald. Dist. (43950)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 9, 2016	ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Dawn O’Kroley, Cliff Goodhart, Richard Slayton, Rafeeq Asad, Tom DeChant and Michael Rosenblum.

SUMMARY:

At its meeting of November 9, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on the replacement of the SERF building at 715 West Dayton Street. Appearing on behalf of the project were Gary Brown, Walter Johnson, John Horn, Aaron Williams, and Ann Hayes of UW-Madison; and Shane Bernau, representing Ken Saiki Design.

Comments and questions from the Commission were as follows:

- Provide more context information on the building’s location.
- How will people know where the public entrance is? Will there be signage?
 - Ideas: using lights to make that entrance the brightest one, having signage.
- The building will be iconic, so attempt to make it (and its accompanying landscaping) graceful and cohesive.
- Examine the “green street” solutions for storm water management. Brown elaborated on various options being considered.
- The transparency of the building also implies some permeability. If there is a way to insert some softness and fluidity to the tight rigidity of the building, it would go a long way to make the building appear more “in motion.” At the moment, a pedestrian would likely feel disassociated with the building.
- The building doesn’t relate to the great lawn in front of the Kohl Center – it only relates to itself. Not sure what the solution to that might be.
- Parking is not for public?
 - It’s accessible parking for the Kohl Center.
- Could some parking spaces be removed for more green space?
 - Likely not, but they can examine other areas to add more trees, etc.
- Be careful with planters and their heights, as they can become a barrier.
- What is a wet classroom?

- It's for teaching swimming. There are drains in the floor so that people can go from the pool to the classroom.
- Look at the neo-colonial glass in the central bay of the east elevation; consider something more contemporary.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.