

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> February 16, 2011
TITLE: 312 Wisconsin Avenue – PUD-GDP, Bethel Lutheran Church Expansion Including 3-4 Levels of Underground Parking and a 3-5 Story Building. 4 <sup>th</sup> Ald. Dist. (21203)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: February 16, 2011	<b>ID NUMBER:</b>

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Members present were: Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

### **SUMMARY:**

At its meeting of February 16, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD-GDP for the Bethel Lutheran Church located at 312 Wisconsin Avenue. Appearing on behalf of the project were Pastor Bill White, Peder Moren and Randy Alexander, and Att. William White, all representing Bethel Lutheran Church; and Horst Lobe. Pastor White presented a brief history of the site and the church, which has been in the neighborhood since 1855, and have been in their present location since 1922. The Steensland House which is still on their property was purchased in 1959. The house was given historic status in 1974. They would like to add a community center to their campus to serve the many residents downtown. Moren spoke to the issue of finding a home for the Steensland House. They are currently working with the Mansion Hill District Neighborhood to find a place for the house there; however, if that doesn’t work out they will have to search outside of that neighborhood for a new home for the building. They remain committed to finding a home for this house. Alexander detailed the logistics of the project to include 150,000 square feet, almost 100,000 square feet of which is below grade parking. Education, church operations, daycare, and a gymnasium are all included in the plans. Alexander referenced a report concluding that Bethel program needs cannot be accommodated in the house. The house needs to be moved to accommodate Bethel’s programs. Moving the house within the Bethel site and using it for programming would mean an additional \$2 million, however, they need the entire site for the gymnasium. Alexander gave reference to building mass in the surrounding neighborhood. The floor plan for parking is proposed three tray with the first floor representing the lobby, the second floor is educational and community center, the third floor would be the two gymnasiums and the roof space will house the mechanicals in a “well” so it will not be visible from taller buildings. The building design has not yet been completed but will be modern and follows the function within the building. They are looking at using the same kinds of materials that are on Bethel now, which include limestone, with a window sunscreen on the west façade of the building.

Comments and questions from the Commission were as follows:

- It looks as though you’ve tried to take advantage of every greenspace opportunity.
- This has a texture that might be a challenge.

- The contemporary dialogue is very exciting and should be pursued here.
- Think of your sight lines as you are approaching; give them a glimpse of what is happening inside.

**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 5 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 312 Wisconsin Avenue**

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

General Comments:

- God speed on finding a new site for the house.
- The Steensland house must be moved, not demolished.