

## AGENDA # 8

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> August 20, 2008
TITLE: 701 & 737 Lorillard Court, 159-171 Proudfit Street – Two, Three-Story Office Buildings, Amended PUD(GDP-SIP). 4 <sup>th</sup> Ald. Dist. (10050)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William A. Fruhling, Acting Secretary	<b>ADOPTED:</b> <span style="float: right;"><b>POF:</b></span>
DATED: August 20, 2008	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski; Chair, Jay Ferm, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Richard Wagner.

### SUMMARY:

At its meeting of August 20, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amended PUD(GDP-SIP) of two, three-story office buildings located at 701 & 737 Lorillard Court and 159-171 Proudfit Street. Appearing on behalf of the project were Chris Schramm, Paul Cuta, Marc Schellpfeffer, and Rebecca Flood. The applicants are seeking to amend the existing PUD to establish an office building pad on Proudfit (the building is not designed at this time, but it was stated that it will not have underground parking), and an office building along the rail corridor that has 2-story and 3-story elements. The architecture of the proposed (eastern) building was discussed and material samples were presented. To reflect the industrial heritage of the site and the materials common on surrounding buildings, a cream colored brick will be used, with a fair amount of metal being incorporated on the 2-story portion. A broad, shallow-sloped roof will be utilized on the west elevation, with the top being covered with a reflective gray membrane. Stormwater management will include some storage on top of the 3-story portion that will be released in weirs along the building towards a bio-retention area, and perhaps into the storm sewer in a heavy rain event. A gabian retaining wall will be constructed along the driveway to the parking ramp. The applicants noted that the Parks Division does not desire to have the adjacent parkland incorporated into the open space design for the project, but would like it to be clearly distinguished from adjacent development. Building and site signage were also presented. Peter Ostlind, representing the Bassett District of Capitol Neighborhoods, stated that overall his neighborhood is supportive. The Commission discussed the following:

- The design and function of the median on Proudfit Street.
- The amount and location of proposed signage.
- The potential for designing the parking lot for one-way traffic and angled parking to gain open space.
- The potential for expanding the under building parking beneath the surface parking lot.

### ACTION:

On a motion by Luskin, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amended PUD(GDP-SIP) of two, three-story office buildings located at 701 and 737 Lorillard Court and 159-171 Proudfit Street, with the following conditions:

- That the signage on the west elevation of the 3-story element located above the extension of the sloped roof be eliminated.
- That Traffic Engineering be asked to consider safety concerns when designing the proposed median.

The motion was passed on a vote of (7-0).

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 6, 7.5, 8, 8 and 8.5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 701 & 737 Lorillard and 159-171 Proudfit Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	8
	6	7	6	-	-	6	6	6
	7	9	10	8	8	7	9	8.5
	-	-	-	-	-	-	-	7.5
	6	8	-	-	7	-	8	8

General Comments:

- Excellent design for site with deep history.
- Traffic median circulation is a liability.
- Bank some parking stalls? Excellent work.
- Very nicely done. Kudos.
- High quality, well detailed project. Concern about median and traffic safety. Connectivity with Proudfit and building A (future) would be helpful.