

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 14, 2015	
TITLE: 1701 Wright Street – Madison College Culinary Addition and Renovation. 12 th Ald. Dist. (36183)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: January 14, 2015	ID NUMBER:	

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Melissa Huggins, Richard Slayton and Cliff Goodhart.

SUMMARY:

At its meeting of January 14, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for Madison College Culinary addition and renovation located at 1701 Wright Street. Appearing on behalf of the project was Justin Frahm, representing 161 Horizon Drive. The project entails the 1-story addition of approximately 50,000 square feet to the south side of the Traux Campus and linking the administration building to accommodate the culinary program. The site improvement would largely pull the administration parking footprint, improve the circulation through the site and accommodate both daycare drop-off stalls that would serve the building expansion entry from the northeast as well as temporary bus parking. Entry points would remain the same. The architecture and building materials will mimic the existing Traux development.

Comments and questions from the Commission were as follows:

- In the plaza area think about how the line of trees creates shade; make sure you get the most out of that space. It’ll be a great place to activate out there but I’d congregate where the shade is.
- In my mind that original MATC has some integrity to it. It’s semi-industrial community college, and it has a value. At the other end you tacked on this sandstone modern kind of thing and that relates to the buildings across the parking lot. But I wonder about bringing that same tacked on idiom to this side of that building. Those long, linear, strong horizontal lines that are existing there just don’t seem to fit with that sandstone aesthetic that’s been used in those other taller buildings.
- Make sure you clearly show us what materials you’re touching. It looks like you’re doing a slip form addition and maybe there’s glass and your material never touches the adjacent materials, but I can’t recall what the 1-story building is. The same dark red brick?
- I think we may come to regret tearing down 1980s buildings.
- Talking about contributing and not detracting from the continuity of the building, it doesn’t mean you necessarily have to copy the details.

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 rating for this project is 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1701 Wright Street

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

General Comments:

- Has good potential.