

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 3, 2007
TITLE: 1300 Block of University Avenue – PUD(GDP), Wisconsin Institute for Discovery. 8 th Ald. Dist. (06763)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 3, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of October 3, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP) located in the 1300 Block of University Avenue. Appearing on behalf of the project were Pete Heaslett, UW-Madison; Steven Wittry, WARF; George E. Austin, WARF; and Ald. Eli Judge. Introducing the project was George E. Austin, who noted that the approval of the overall PUD-GDP includes the allowance for the deconstruction of existing facilities in the block anticipated as part of Phase I with a PUD-SIP anticipated to be submitted for approval prior to the end of the calendar year. Austin further noted that development within the adjacent lot to the east as part of Phases II and III were not part of the scope of the project except for the location of loading and service facilities across the North Orchard Street right-of-way, in combination with a below grade service tunnel into the new facilities. Austin also noted that North Orchard Street will be developed primarily as a pedestrian domain, accommodating ingress and egress with a driveway opening from Campus Drive to allow for the anticipated loading facilities; the driveway open would be reopened to one-way traffic only on the south and incorporate drop-off facilities for accessibility purposes. A detailed review of the plans featured the following:

- A town center at grade level, a focal point.
- A built-in context as a 100-year building, a focus on sustainable design in order to achieve a LEED certification.
- The loading facilities across the North Orchard Street right-of-way within the adjacent block to the east at the rear of the existing Physical Plant building connected by a below grade tunnel.
- The 300,000+ square foot building features a masonry and glass palette with three building pods as the focal point of the structure.

Following the presentation the Commission noted the following:

- Provide consideration for a green roof. It was noted the roof would be white, along with looking at opportunities for a green roof, in combination for the potential for storage of water for reuse, stormwater and other water reuse strategies, including the use of waste water.
- Relevant to rooftop and stormwater, provide a computation of existing hard pavement versus the concept of development and how stormwater will be handled.

- Like the public space making proposed at the ground level of the project.
- Provide some way to exhibit with panels or kiosks around the outside of the perimeter of the building as clue to internal activities and functions.
- Provide more details as to how the south terrace is either opened or secluded and its relations with Campus Drive, privacy/landscaping; raised grade at street, provide an inside/outside relationship, in combination with the overhang of offices above.
- Deal with signage to optimize its visibility as an integrated element of the building's architecture.
- There is a built-in conflict between pedestrians with the bike lane and the crossing of Campus Drive. Make Randall Street more pedestrian-friendly.
- Support use of an extensive roof (green roof).
- Trees at Campus Drive need attention to do well. Provide more space, consider more trees for a greater canopy.
- Concern with Campus Drive crossing to Union South, as well as awareness of bike/pedestrian conflicts around the entire site.
- Like public spaces at grade.
- At University Avenue, be aware of the counter-flow bike lane, concern with pedestrian crossing and management of issues.
- Provide more bike parking stalls than typically for a lab building. More people coming and going to other offices on campus.
- Provide protection for outdoor areas along Campus Drive.
- Provide opportunities for teaching moments; support use of green roof, use of roof for lab space.

ACTION:

On a motion by Slayton, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (9-0). The motion required that as part of any future PUD-SIP for the facility, the above stated comments require further address.

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, 6, 7, 7, 7.5, 8, 9 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1300 Block of University Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6.5	6.5	-	-	-	7	7	7
	7	-	-	-	-	6	7	7
	9	8	-	10	-	8	9	-
	7	8	-	-	-	6	8	7.5
	6	6	-	-	-	5	6	6
	6	-	-	-	-	7	6	6
	8	9	-	-	-	8	9	9
	9	9	-	8	-	9	9	9
	8	9	6	8	-	6	9	8

General Comments:

- Project presents exciting opportunities. The increased flow of pedestrians into the building is a positive – the space is inviting. Green roof/stormwater options would be an improvement.
- Concept looks great. Look forward to seeing the details develop.
- Potentially awesome building! Be bold to create architecture that will be notable for 100 years. Don't nod too much to surrounding buildings.
- For next phase/SIP, address stormwater management, green roof, recycling grey water. Consider use of roof as lab space. Address connectivity issues with new Union South. Work toward gold LEEDS certification. Architecture is very interesting and building addresses the street in a very exciting way.
- Pedestrians safety is critical with activity generated.
- Pretty good start.
- Great urban building for UW.
- Great; look at “performance” of south patio.
- Vibrant, excellent site program to design. Pedestrians, vehicles and bike conflicts need study.