

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** April 18, 2012

TITLE: 1650 Pankratz Street – New Construction,      **REFERRED:**  
Campus Facility for Lakeland College in

UDD No. 4. 12<sup>th</sup> Ald. Dist. (25972)      **REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

DATED: April 18, 2012      **ID NUMBER:**

---

Members present were: Henry Lufler, Acting Chair; Dawn O’Kroley, Marsha Rummel, Melissa Huggins, Richard Slayton and John Harrington.

**SUMMARY:**

At its meeting of April 18, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction located at 1650 Pankratz Street. Appearing on behalf of the project was Marty Rifken. Appearing neither in support nor opposition and available to answer questions was Scott Pulver, representing Sullivan Design Build. Pulver presented plans for a single-story building to be accessed off a new connector off International Lane with two entry points off Packers Avenue. Split face block base 3-½ feet off the ground would wrap around the entire building and would also be the material for the vertical columns. At the portal entrance and on the back portal the same concept of bringing that material up and transitioning to a brick veneer will be used, with some accent banding to introduce some color change. EIFS will be used at the top with metal coping for a flat roof system that would wrap around. A clear story element that identifies them as Lakeland College is proposed which will fill the lobby with natural light as well as the nighttime glow to identify the building in the evening.

The Commission had the following comments:

- I like the clearstory element but when you’re looking at the building from Packers Avenue it seems out of balance.
  - I think it’s just the perspective. It’s centered on the main entrance.I read this building as being two-sided. Knowing nothing about classrooms but from a design standpoint, that works better for me. I suggest you think about how you might give the building a center that is going to be read from both the street and the parking lot area.
- If you extended your parapet on the side elevation all the way to Packers Avenue it would screen the mechanicals, as well as give you mass and bulk to your building. You want the daylight but not the heat.
- Bring it right over the student lounge.
- Instead of doing a flat elevation for the student lounge, if you just projected that you could see light from the sides as you’re driving toward it.

- Your king size brick may work out here because of the industrial nature of the surroundings. It could almost hit the ground sometimes instead of the stone base.
- As you think about this 2-sided building, right now it doesn't work because you see that cupola over the top. It seems like the Packers side is an afterthought and doesn't read as strongly as it should. Think about the building from that standpoint; it should read as strongly architecturally on both sides.
- It looks like the parking has the base for future landscaping.
  - Yes, that's being developed.
- Where you've got the entry with accessible stalls; it would be really neat to get some green on either side of that sidewalk to highlight this a little better. You need to put a tree island in there, the concrete walk doesn't count.
- The contrast with colors isn't enough to give anything texture. Maybe the piers need to go up another foot to express itself. Look at how you might accentuate that, unless you want it to have such a horizontal feel. Consider extending vertical piers into upper horizontal EIFS band to reduce building's horizontal mass.
- On your fire lane on the right, maybe that's generous enough to install a bike lane.
  - There's a bike path that comes through to a certain portion. That was the anticipation that the path would follow Packers Avenue; we anticipate we would provide an accessible route from the bus stop that would connect back to our main entry.

We'd like to see that. But if I'm on Pankratz either biking or walking, think about how I'm going to get there. Right now I have to walk in a driveway to get there.
- Next time you come back be prepared to talk about stormwater management.

**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 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1650 Pankratz Road**

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

General Comments:

- Lots of interesting stuff happening along Pankratz.