

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** June 24, 2015

TITLE:    202 & 215 South Pinckney Street – Judge Doyle Square/Exact Sciences Headquarters. 4<sup>th</sup> Ald. Dist. (38898)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: June 24, 2015

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Melissa Huggins, Tom DeChant, Richard Slayton, Cliff Goodhart and Sheri Carter.

### **SUMMARY:**

At its meeting of June 24, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for Judge Doyle Square/Exact Sciences Headquarters to be located at 202 & 215 South Pinckney Street. Appearing on behalf of the project were Eric Lawson and Jody Shaw, representing JDS Development; Matt Morris and Stuart Zadra, both representing Hammes Company. Registered neither in support nor opposition and wishing to speak was Natalie Erdman, representing the City of Madison.

Natalie Erdman, Director, Department of Planning and Community & Economic Development, talked about the Judge Doyle Square timeline and the needs of the City, including a new public parking ramp and increased walkability along Pinckney Street to the Monona Terrace area, as well as the history of Exact Sciences. Shaw and Lawson gave an overview of the lot lines and general massing of buildings in relation to Pinckney Street and the Madison Municipal Building. Block 88 is proposed for 9-stories of office space with one tray of parking underneath, over to 105 with another three levels of parking below that and five levels of above grade parking with retail along the street. A walkway connection is proposed from Exact Sciences underneath Pinckney Street. The architecture will reflect the modern technology of Exact Sciences. Possible entries and exits, pedestrian areas, open spaces, retail areas etc. were shown. The hotel feature would come back for separate Commission consideration at a future date.

Comments and questions from the Commission were as follows:

- Very nice, really successful on Pinckney Street.
- I'm struggling a little bit with the use of concrete, first of all against the MMB, the rest of the building is so elegant and that feels really heavy and industrial.
  - We didn't want to treat it the same as everywhere else, but we recognize that this isn't the answer quite yet. We're not opposed to something a bit more calm.
- It needs to be elegant. I like the backdrop with the MMB, just think about what the materials of the MMB can be referenced. I like the clean window lines.

- Have you figured out how you're possibly going to stage Phase 2?
- (Erdman) We're currently thinking about what to do with parking during construction. We haven't quite gotten to that point yet.
- The Dane County Courthouse is precast. We spent a lot of time looking at samples and how you could color that. The right choice of the color on the precast can have a lot of influence.
- This is Phase 1 and we may have to live with just that for a little while, is that correct?
  - My estimation, what we're hearing is that the hotel will come along very quickly. The idea is to start construction on the hotel in March. I think we'll see the Phase 1 SIP very quickly.
- If we're living with a couple story parking garage for awhile it needs to look presentable in and of itself, not just in the renderings for the stuff above it.
- From a practical standpoint, hotels that have a drop-off right after you turn a busy corner...widening the street may be the answer, but also look at narrowing it to make it more like a pedestrian plaza.
  - Traffic was concerned about queuing off of Doty Street coming down Pinckney. They want to be sure a car can circulate past a car doing a drop-off.
- Is there a precedent being set for "large spaces" in front of buildings? Right now the massing is really great, the material needs to catch up to that.
- I'd love to see a double row of trees down Doty Street.
- Wilson Street is kind of a back of the house. You don't want to make that too unfriendly to pedestrians. Maybe it's less on-street parking and wider sidewalks.
- As part of a continuing discussion with staff, there's going to be an emphasis on what the Downtown Design Guidelines would require for this property, including the back of the house issues, what all street frontages are going to look like, pedestrian engagement, whether or not the façade works successfully. But for now this is just an informational discussion.
- Will your labs have discharge and if so, are they vented?
  - We can do shorter ones. They're not an intense lab function. But we will have some discharge that we'll have to look at.
- If you flip the restaurant and hotel lobby you might have more ability to queue your cars, and the restaurant would help enliven both Pinckney and Wilson Streets.
- I think this really works well but I don't understand why that form is repeated in the building. It relates to the entrance but it seems kind of arbitrary to make that plan symmetrical with the backdrop of this building. Are you really married to that form and the repeating? Maybe something with more of a sympathetic backdrop. I don't see the significance of this point to the building that's in front of it.
- On the street where you have all the designs and landscaping, I don't think that's what's going to make Pinckney a vital street, I think it's what's happening along the edges, along the sidewalk.
- There is some discussion about going through MMB across that area and into the food hall.
- The signage package will be of some concern.

## **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 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 & 215 South Pinckney Street**

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

General Comments:

- Work on west façade.