

## AGENDA # 10

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> July 23, 2008
TITLE: 2076, 2080, 2098, 2132, 2138 and 2180 Pennsylvania Avenue - Building Demolitions and New Construction in Urban Design District No. 4. 12th Ald. Dist. (11322)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <span style="float: right;"><b>POF:</b></span>
DATED: July 23, 2008	<b>ID NUMBER:</b>

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Members present were: Marsha Rummel, Todd Barnett, Bruce Woods, John Harrington, Bonnie Cosgrove, Richard Wagner and Lou Host-Jablonski.

### SUMMARY:

At its meeting of July 23, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for building demolitions and new construction located at 2076, 2080, 2098, 2132, 2138 and 2180 Pennsylvania Avenue. Appearing on behalf of the project were Todd Janssen, Steve Tremlett, and Matt Schultz, all representing Hooper Construction. Prior to the presentation staff noted that the “Hooper Construction” site is comprised of collective parcels that occupy an extensive portion of Pennsylvania Avenue and contain an assortment of manufacturing and industrial buildings (13) on a 13.5 acre parcel. It is proposed to demolish completely four existing accessory buildings and to remove existing loading docks from two other existing building, in combination with the construction and building additions to the existing structures, one at 2076 Pennsylvania Avenue, a pipe fabrication shop, and the other at 2180 Pennsylvania Avenue referred to as the “EPD Building.” An overview of combined aspects of the project was provided by the presentation team with comments by the Commission as follows:

- Provide a continuous site plan emphasizing existing details and features.
- Consider bringing building additions toward street, in addition to providing an existing site plan that shows existing conditions, as well as proposed as simple as possible.
- Show bike parking for the entire site and its collective buildings, in addition to providing landscaping that pulls the Hooper campus together consisting of landscaping and fencing treatment.
- Show how circulation through site is organized.
- Look at additions for alternatives to placement emphasizing placement at the street.
- Provide landscaping to beautify the site.
- Use row of large trees that pull landscape together, discourage the use of Norway maple.

### ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken.

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 is 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2076, 2080, 2098, 2132, 2138 and 2180 Pennsylvania Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	5

General Comments:

- Provide clear simple existing/proposed site plans.
- Appreciate the applicant coming in for informational. Consider making a “campus” of Hooper buildings, using landscaping to unify things.
- Unify plan as much as possible.