

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 20, 2009

TITLE: 701 & 737 Lorillard Court, 159-171
Proudfit Street – Phase Two Office
Building, Amended PUD(GDP-SIP). 4th
Ald. Dist. (10050)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 20, 2009

ID NUMBER:

Members present were: Bruce Woods, Ron Luskin, Richard Wagner, Marsha Rummel, John Harrington, Richard Slayton and Dawn Weber.

SUMMARY:

At its meeting of May 20, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of an Amended PUD(GDP-SIP) located at 701 & 737 Lorillard Court and 159-171 Proudfit Street. Appearing on behalf of the project were Chris Schramm, Paul Cuta, and Marc Schellpfeffer, all representing Urban Land Interests; Ken Saiki, representing Ken Saiki Design; and Peter Ostlind, representing the Bassett District of Capitol Neighborhoods. Schramm provided an overview on the scope of the approval as the second phase of the project. He further noted the following:

- The addition of bike parking under a roof overhang providing 25 bike parking stalls when 11 are required by code.
- A monument sign approved with the first phase located within the adjacent right-of-way between this office development and a Tobacco Warehouse development is now relocated off the westerly front corner of the proposed Phase 2 building.
- He further noted the Landmark Commission’s approval of the project. Saiki provided details on the revised landscape plan with Schellpfeffer providing an overview on the building architecture, materials and color palettes, including signage details as illustrated within each building elevation. Following the presentation Ostlind spoke, representing the Bassett District Capitol Neighborhoods, in support of the project.

ACTION:

On a motion by Weber, seconded by Wagner, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0-1) with Luskin abstaining. The motion noted that the lack of a landscape tree island at the mid-portion off of the rear elevation of the building was due to the industrial character of the building and appropriate in providing for visible accessible access to the facility.

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, 7, 8, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 701 & 737 Lorillard Court/159-171 Proudfit Street

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

General Comments:

- Honest concept well suited to industrial context. Nicely detailed.
- Great project.