



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 825 W Badger Road
Application Type: Public Building in UDD 7
UDC is an Approving Body
Legistar File ID #: [81514](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Kirk Keller, Plunkett Raysich Architects, LLP

Project Description: The applicant is proposing the construction of a two-story daycare facility on the Madison College Goodman South Campus.

Project Schedule:

- At their January 24, 2024, meeting, the UDC received an Informational Presentation.

Approval Standards: The UDC is an **approving body** on this request. The site is located in Urban Design District 7 ("UDD 7"), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in [MGO Section 33.24\(14\)](#).

In addition, pursuant to MGO Section [33.24\(4\)\(d\)](#), "*The UDC shall approve plans for all buildings proposed to be built or expanded in the City by the State of Wisconsin, the University of Wisconsin, the City of Madison, Dane County, the Federal Government or any other local governmental entity which has the power to levy taxes on property located within the City.*"

Adopted Plans: The project site is also located within the [South Madison Neighborhood](#) Plan (the "Plan") planning area in the Perry and Ann Streets focus area. While the Plan does not include specific recommendations for the project site, the Plan does include a conceptual development plan with core goals identified, including growing new employment development that complements Madison College, as well as the development of low-medium density residential opportunities.

Zoning Related Information: The project site is zoned Commercial Corridor (CC). Within the mixed-use and commercial zoning districts there are general provisions related to building and site design that are intended to foster high-quality building and site design. These standards are in [Section 28.060](#), and include those that speak to building and entrance orientation, façade articulation, and building materials. Staff notes that as a new building, the development will be required to meet the design standards pursuant to MGO Section 28.060, with the exception of the window/door opening requirements noted in MGO 28.060(2)(d), from which civic/institutional buildings are exempt.

The project site is also located with the Transit Oriented Development (TOD) Overlay Zone. The TOD Overlay stipulates that maximum heights are six stories/90 feet with a minimum height of two stories, and that the maximum principal building setback shall be no more than 20 feet for at least 30 percent of the primary street-facing façade (Badger Road) and no more than 20 feet from the secondary street (Perry Street). In addition, a principal building entrance shall be oriented towards the primary abutting street and located within the maximum setback (W Badger Road/20 feet).

While as proposed the building location **appears to meet** these requirements, staff notes that a complete Zoning analysis will be conducted as part of the Site Plan Review process. Ultimately, the Zoning Administrator will determine compliance with all applicable Zoning requirements.

Summary of Design Considerations

Staff recommends that the UDC review the development proposal and make findings regarding the standards for Public Buildings and UDD 7, including related to the design-related considerations noted below.

- **Building Design and Composition.** As noted in the UDD 7 building design-related standards, *“Office buildings and other non-retail buildings should have at least forty percent of the street wall devoted to windows.* Staff notes that while the window coverage has been increased since the previous presentation, it appears to be below 40% of the street-facing wall. However, staff believes use of the word “should” indicates there can be flexibility in the application of this provision compared to a standard that was denoted by more mandatory terms such as “shall” or “must.” Staff believes it would be appropriate for UDC to approve the design if it found the fenestration pattern adequate for the use and successful in breaking down blank walls and articulating the building

In addition, UDD 7 building design-related guidelines generally speak to main building entries being designed as a focal point of the front facade, utilizing four-sided architecture, minimizing blank walls, incorporating a richer level of design at the pedestrian level, complementing the character of adjoining buildings on the block face, etc.

In summary, and generally stated, the Commission’s Informational Presentation comments were focused on incorporating articulation/relief in material transitions, refining the composition at the top of the building to move away from a false-front appearance, minimizing blank walls, re-evaluating the floor plan to allow for additional glazing, utilize unifying design elements to tie the facades together, i.e. sills, lentils, brick detailing, changes in plane in masonry elements, canopies, etc.

Staff requests the UDC feedback and findings related to the overall building design and composition.

- **Building Materials.** The building material palette appears to consist of aluminum metal panel and multiple types/colors of masonry, including buff limestone and brick, consistent with the adjacent building on the Madison College South Campus. Staff requests the Commission’s feedback and findings on the building material palette as it relates to UDD 7 guidelines and requirements, including those that state that *“Exterior materials shall be durable, high-quality, materials and appropriate for external use.”*
- **Landscape and Screening.** UDD 7 guidelines and requirements generally speak to providing screening and landscape buffers at property edges, utilizing functional and attractive landscape designs and plantings to accentuate building features and create continuity between buildings, as well as define block faces.

Staff requests the UDC provide feedback and make findings on the proposed landscape plan and plant list, giving consideration to providing adequate, year-round screening for parking and refuse areas, as well as screening blank walls, and softening hardscape areas.

- **Lighting.** UDD 7, Lighting requirements state that all fixtures are required to be full cutoff. Additional information is needed to confirm if Fixture SL2 meets cutoff requirements, especially as it relates to the fixture shielding.

In addition, UDD 7 Lighting guidelines speak to providing adequate light levels in pedestrian areas, as well as low-level lighting for building accent and landscape lighting. Staff believes that the UDD 7 Lighting guidelines are being met.

Staff believes that the continued review of lighting can be completed administratively.

However, while light levels on the proposed lighting appear to generally be pretty low, staff notes, and the applicant is advised that additional information will be need to be provided as part of the Site Plan Review process to confirm compliance with MGO 29.36, including a luminaire schedule and light calculation table that indicates minimum and maximum light levels, and uniformity ratios in each of the following areas: pedestrian areas, parking areas and vehicle use areas, as well as light levels at the property line.

Summary of UDC Informational Presentation Comments

As a reference, the Commission's discussion and comments from the January 24, 2024, Informational Presentation are provided below.

- This area of South Park Street has undergone a renaissance, with the HUB and the Center for Black Excellences, there's a lot of design happening in this area and this project is not fully designed. This project is not fully designed, if you have to submit by Monday there's a lot of work to do. There's a lot of blank walls and flat façades. The entries are glazed, your most glazed areas are your stairwells, missed opportunities. There are some canopies and pushing and pulling so it's not just a flat facade. If I look at that building I don't see school or kids, it's not as inviting and lively or playful and dynamic as I think it can be with just some slight modifications. If you relook at your floor plan and pull your storage and laundry off the exterior that requires solid walls, put those to the interior and express a lot of glazing and openness. It's modern and young, it's kids.
 - This is an early development and hopefully by Monday there will be more fully developed. I agree that there needs to be more glazing and I will work on that with the team. If you look at the construction of what a daycare is, many times daycares are put in residential style buildings. Does it still require good architecture, yes, and that is the fair part of your question.
- I do agree this southwest elevation, as you're studying that make sure you look at the amount of glazing you have, certainly from a heat gain perspective, southwest there is an awful lot of glazing. Other elevations almost looks like you have a false front; look at how these planes are really being true to the form behind them.
- We see that large blank wall right in the middle. Maybe some simple design cues, if all the horizontal headers of the second floor and sills of the first floor, if they were continuous and tied everything together, changes in brick plane and brick detailing. If you're not able to bring windows in everywhere, I understand that, but design the façade with some unifying elements that might tie it altogether, like you're starting to do with some of the limestone. The reception room on the ground floor front entry corner, it doesn't have a window under that canopy where the drop-off is, but there is a reception room in there. The south side, there's an opportunity maybe to have a shallow canopy. Where you have some doors out to the play area, if there was a continuous canopy for kids to stand under, it doesn't have to be anything elaborate, but it would give some three dimensionality to the building. Maybe you could break up the façade to delineate where the outdoor activity is and have the façade relate to that and somehow help that big blank wall as it relates to the outdoor play areas versus the two window elements to the right. The floor plans, there are zoning requirements to have two occupied floors; you must have a very happy mechanical engineer because the entire floor is labeled as mechanical mezzanine.

- There is an entire mechanical penthouse, it is what you will see in the next set coming out, it's a Madison College standard. This is not a roof screen or package units with condensers lined up outside the building. This is a mechanical penthouse.
- This kind of project type, my creative genes start going berserk because there's an opportunity to have so much fun with outdoor play, with a kids' space, with childcare. I know there's a lot of technicalities that goes into a project like this. I don't see any of that yet, but I'm hoping next time a lot of identify and creativity starts to shine. I always have to temper creativity with budget, but what a cool opportunity have fun with it, think about low-cost, fun materials to make a fun space that fosters kids' development. You're south facing with a ton of reflective heat coming off that building and blank wall and with a ton of parking. For the next 10 years that is going to be a hot place for kids to be running around. If there is any room in the budget for canopies or structures until those trees can really mature, I think they'll really appreciate it. I'm looking forward to seeing more of that playfulness and creativity shining out of this project.
 - Because of the short string on this project, not every detail will be completely exposed to you. But the daycare director here is very imaginative, very creative and thinks out of the box. One of the ideas she brought forth is not the traditional play structures, on the Goodman campus we worked hard in doing additional shade structures that gave the children the element of play as well, so yes, all of your thoughts are well taken and yes, very excited, the entire daycare group here is just over the top fun. We'll make every effort to make this within budget a very diverse and dynamic, creative and unique play area.

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.