

## City of Madison, Wisconsin

**ID NUMBER:**

January 27, 2011-pljec-F:\Plroot\WORDP\PL\UDC\Reports 2011\011911Meeting\011911reports&ratings.doc

Comments and questions were as follows:

- This is really nice, what you have going on here.
- It would be nice to find a way to carve out 20-30 feet outside of this west end and wrap some greenspace around so it feels more cohesive.
- Look at treating the stair towers a little differently to break up the mass.
- There are a lot of horizontal lines going on. I'd like to see that simplified.
- Encourage you to get rid of some of the surface parking.
- Highly advise you to tweak the walk patterns.
- The entrance doesn't work for me. It doesn't seem like it embraces the site or ties in with the building.
- When you come back it would be nice if you had more of a vision for the entrance.
- It's great to see this and see it coming to life.
- I like how you pull up to a corner and you get a glimpse of actual working spaces, not a formal entrance and I find that interesting.
- Suggest you move completely away from the current aesthetic. I think you could do much better than what is out there right now. I would move away from those materials.

Larry Barton and Maria Javornik then presented plans for the Ingenuity Center. Contextual pictures were distributed showing the facility in context with the Allied Health Building blending circulation features of the Master Plan. In discussion of both structures against the master plan it was noted that the idea is to gather people at the main entrance using the primary circulation of the main street throughout the body of the campus, creating intersections to tie together with other cross circulation patterns throughout the building. The intent is to draw students from all over the building to the main street and to utilize shared space within that facility. Some of the interior areas will work with the manufacturing process from design to production and testing. The design intent for the building is to expose this. There will be public lounge/gathering spaces recognizing the western exposure. Limestone panels are being used on all Madison College construction projects so that if you are traveling from campus to campus you will notice the tie in. Some of the patterning in the sun shades on the western side of the building will contain the same patterning in the manufacturing tools.

Comments and questions were as follows:

- It sounds like you've got a lot going on in relation to a relatively small footprint.
- You're doing a nice job trying to use modern materials and still keep with the massing of the existing building, as well as getting a special glimpse in and out.
- It's very neat how you're infilling this existing area. I like how you're having different architects doing it.
- Encourage you to think creatively for the back end of the building.
- Having the buildings be so architecturally different from one another could be a concern.
- You've made the right steps in terms of mitigating the western exposure.
- Think about whether the columns are more successful as a solid mass versus somewhat transparent.
- Right now it seems very visually busy to me.
- The trees look wonderful against this blank wall. You can see how effective a green screen might be on that western wall.
- Look at the details and material handling of Meyer's Getty Center.
- Think about some kind of entry protection (overhang).
- I don't think you need to introduce more than the two anchor pieces on the end.
- Think about your master plan rather than redoing each phase. Your corridor is wider.
- I think you will have at least two east-west connections. You might have a third unless you gate it off.

## **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 ratings for this project are 5, 6/6 and 7/6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3550 Anderson Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	-	-	-	-	-	-	-
	7/6	7/7	-	-	-	6/6	6/6	6/6
	6/5	6/6	5/-	-	-	6/5	7/7	7/6
	6	5	-	-	-	5	5	5

**General Comments:**

- Very positive start to infilling parking lot, breaking up façade of existing building with three smaller buildings and creating usable greenspace and circulation spine that connects parking (and future parking ramp) to new buildings. Focus on east-west pedestrian corridor and entries. LEEDS silver is good goal. Appreciate that several design teams are working together. Gateway at Anderson and Wright Streets should get more attention. Good discussion!
- Simplify, simplify, simplify. Promising master plan needs brave and competent architecture!