

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 21, 2011
TITLE: 2102 Pankratz Street – New Construction/Exterior Remodeling in UDD No. 4 for “Ale Asylum.” 15 th Ald. Dist. (23938)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 21, 2011	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, John Harrington, Melissa Huggins and Richard Slayton.

SUMMARY:

At its meeting of September 21, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction and exterior remodeling in UDD No. 4 located at 2102 Pankratz Street. Appearing on behalf of the project were Paul Raisleger, representing Eppstein Uhen Architects; and John Schaefer. Appearing in support but not wishing to speak was Cliff Goodhart, representing CSI-Wortlord, LLC. Appearing in support and available to answer questions was Lisa Pearson. Schaefer presented plans for a parcel owned by Dane County for a 45,000 square foot facility for a brewery and tasting room, with 36,000 square feet of manufacturing and offices. A restaurant component will be included and employ (to begin with) about 40-45 people. They hope to be operating by mid-summer of 2012. Pearson presented the site plan and perspectives, with existing site trees and trees along Packers Avenue. There are areas for bioretention and drainage swales to capture roof and parking lot water. The building materials include precast panels and steel trellises to break up the mass of the building, and to allow the hops to grow. The background for the sign is a corrugated metal panel. Solar hot water panels will be incorporated on the roof.

The Commission made the following comments and suggestions:

- Why does there need to be so much parking in the front? The building could have more of a presence on the corner by squeezing the parking around the side a bit more.
 - Schaefer replied that 90% of the people will be coming to the building to go in the front entrance doors. Wherever that front entry is it was logical to face the front entry towards International Lane.
I don’t think it’s a very attractive use of the site. This is a very cool building but if there is a sea of parking that’s what I would notice.
- Although the adjacent site may offer you further expansion to the west, the south facing orientation will be a calling card for visibility for the brewery with north facing/moving traffic on Packers Avenue.
- Is it possible that the staff parking be located south of the trucks, if there were a safe, comfortable walk?
- If you move the building to the north you get this corner anchor and provide the option for sun on south facing outdoor space.

- You might want to think about adding more bicycle parking.
- With respect to the UDD, what would happen if you took having the hops wall and a solid screen wall on the street that becomes a second hops wall?
- We will need to see parking statistics on employees and customer capacity for the tasting room and outdoor beer garden area to give us a better feel for parking needs on-site, as well as context on adjacent sites.
- Firm up your numbers as to the need for parking.
- The majority of traffic is heading north on Packers. Traffic heading south is across lanes of traffic. In addition to the entry being a great calling card, the south facing orientation make that a great place for an entry.
- Have you looked at using the roof as the outdoor space?
- The walk from the east needs some pedestrian connection.
- Material selection seems excellent, the images are very nice, architecturally the symmetry is great. Bring the building materials with you next time you come back.
- The steel trellis element on the north side; think about making that piece more substantial in size to make it less “cute;” right now it looks tacked on.

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 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2102 Pankratz Street

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

General Comments:

- Reconsider orientation and future expansion with respect to:
 - Solar path;
 - Winter winds;
 - Visibility from north lane of Packers Avenue.
- Consider expansion to north with future parking in “option lot.”
- Good start, nice building.
- Look at orientation of the building closer to International, facing south? Rooftop use.