

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: APRIL 25, 2012

UDC MEETING DATE: MAY 2, 2012

Action Requested

- ☒ Informational Presentation
☐ Initial Approval and/or Recommendation
☐ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 211 NORTH CARROLL ST. (DOWNTOWN CAMPUS)
ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) MADISON COLLEGE
355D ANDERSON ST.
MADISON, WI 53704

ARCHITECT/DESIGNER/OR AGENT:
STRANK, INC.
6411 MINERAL PT. RD.
MADISON, WI 53705

CONTACT PERSON: TIM CASPER (MADISON COLLEGE) | JEFF GAARD (STRANK)
Address: SEE ABOVE | SEE ABOVE

Phone: (608) 246-6033 | (608) 276-9200

Fax:

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TYPE OF PROJECT:

(See Section A for:)

- ☐ Planned Unit Development (PUD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Community Development (PCD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Residential Development (PRD)
☐ New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
☒ School, Public Building or Space (Fee may be required)
☐ New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
☐ Planned Commercial Site

(See Section B for:)

- ☐ New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- ☐ R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- ☐ Comprehensive Design Review* (Fee required)
☐ Street Graphics Variance* (Fee required)
☐ Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Madison College

Culinary, Baking & Hospitality Education Center

Madison, Wisconsin

Submittal to the Madison Urban Design Commission April 25, 2012



Madison College proposes to construct a new, three-story facility on the corner of West Johnson Street and Wisconsin Avenue on the site of the Madison College Downtown Education Center. The new building will be the home for various programs and course offerings related to Culinary Arts, Baking and Pastry Arts, Hotel and Restaurant Management, as well as Meeting and Event Management. These programs are recognized as a “Center of Excellence” within the College and are in high demand by students and employers alike.

The College owns a full city block totaling approximately two acres bounded by West Johnson Street, Wisconsin Avenue, North Carroll Street, and West Dayton Street. The new building will be situated at the corner of West Johnson and Wisconsin Avenue. With a 10,000 square foot footprint, the building will have approximately 30,000 finished square feet on three above-grade floors plus a full unfinished basement. The new structure will not be attached to the existing buildings at the Downtown Education Center. Except for parking, the building footprint will sit on a part of the site that currently has no developed structures on it. After construction, approximately 41 of the 66 existing parking spaces will remain. In addition to classrooms, labs and faculty offices, the building will provide simulated working environments and actual practice settings for training in the culinary, baking and hospitality occupations. It will have a gourmet dining room, a demonstration kitchen, a retail bakery and a café. It will also provide much-needed space in which students can work, study, learn and interact.

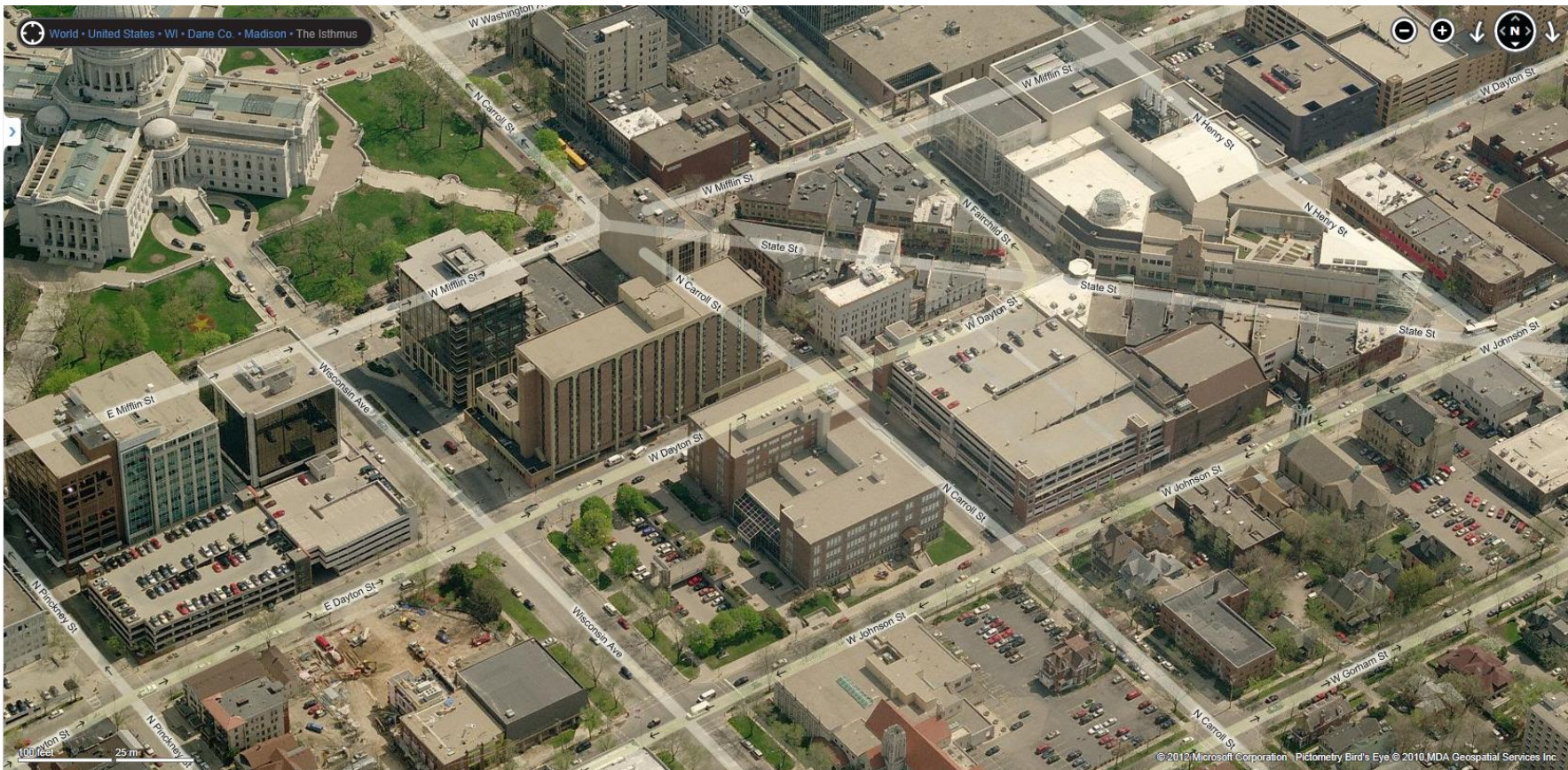
The downtown location offers close proximity to the industries our students are being trained to work in – restaurants, bakeries, hotels, and convention centers. This opens up opportunities for student employment and internships with local employers. It also provides greater convenience for local businesses seeking to take advantage of continuing education opportunities for their employees. Support from local businesses and community stakeholders has been very positive.

The new building was included as part of the Madison College Facilities Master Plan, which was adopted by the College in June 2010 after significant public input. Funding for the project comes from the November 2010 referendum money. The College plans to invest approximately \$8 million and is targeting completion of the project by December 2013 in order to be open for classes in the spring of 2014.



Project Summary





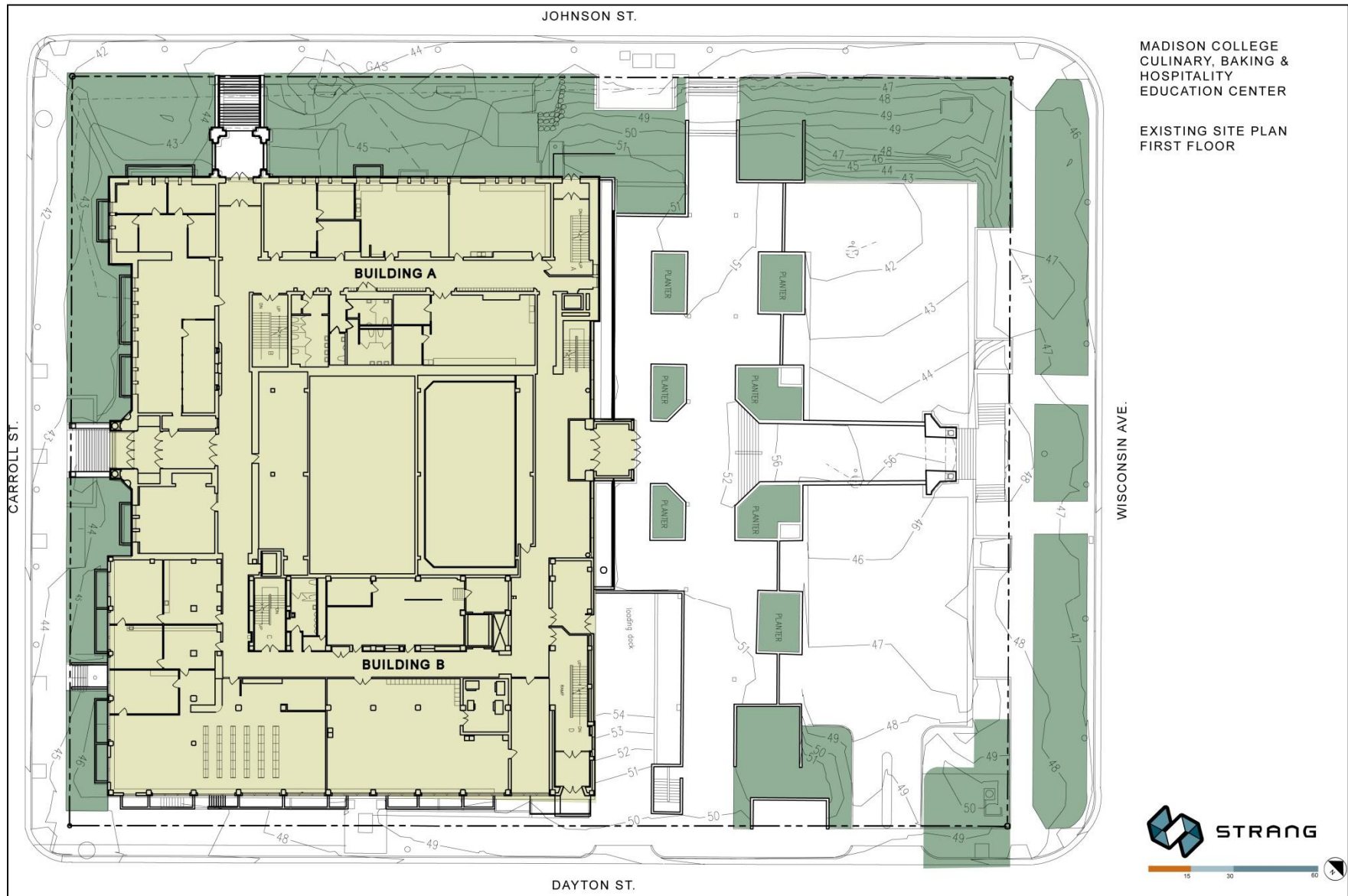
N Aerial Photograph - Context

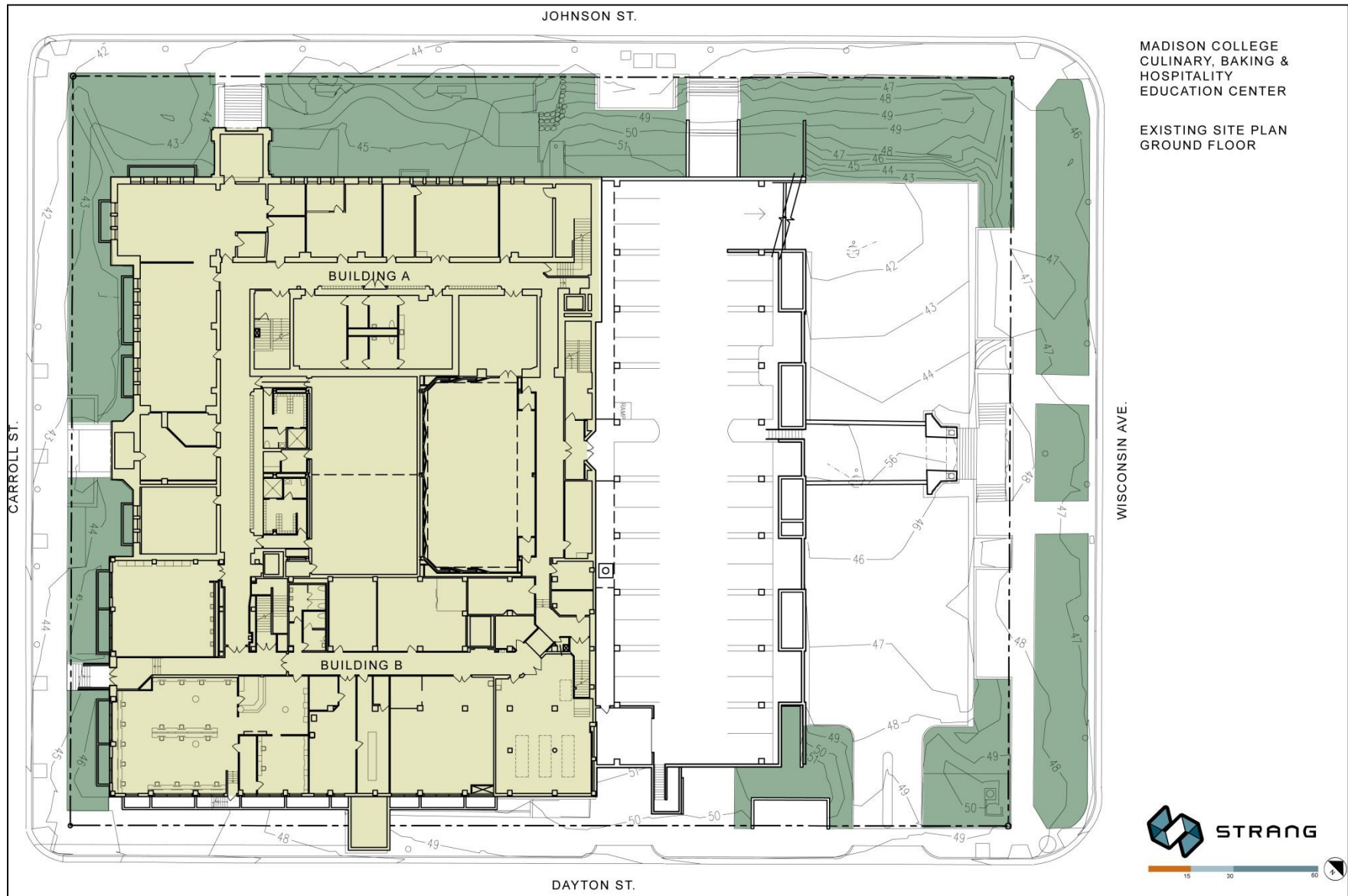


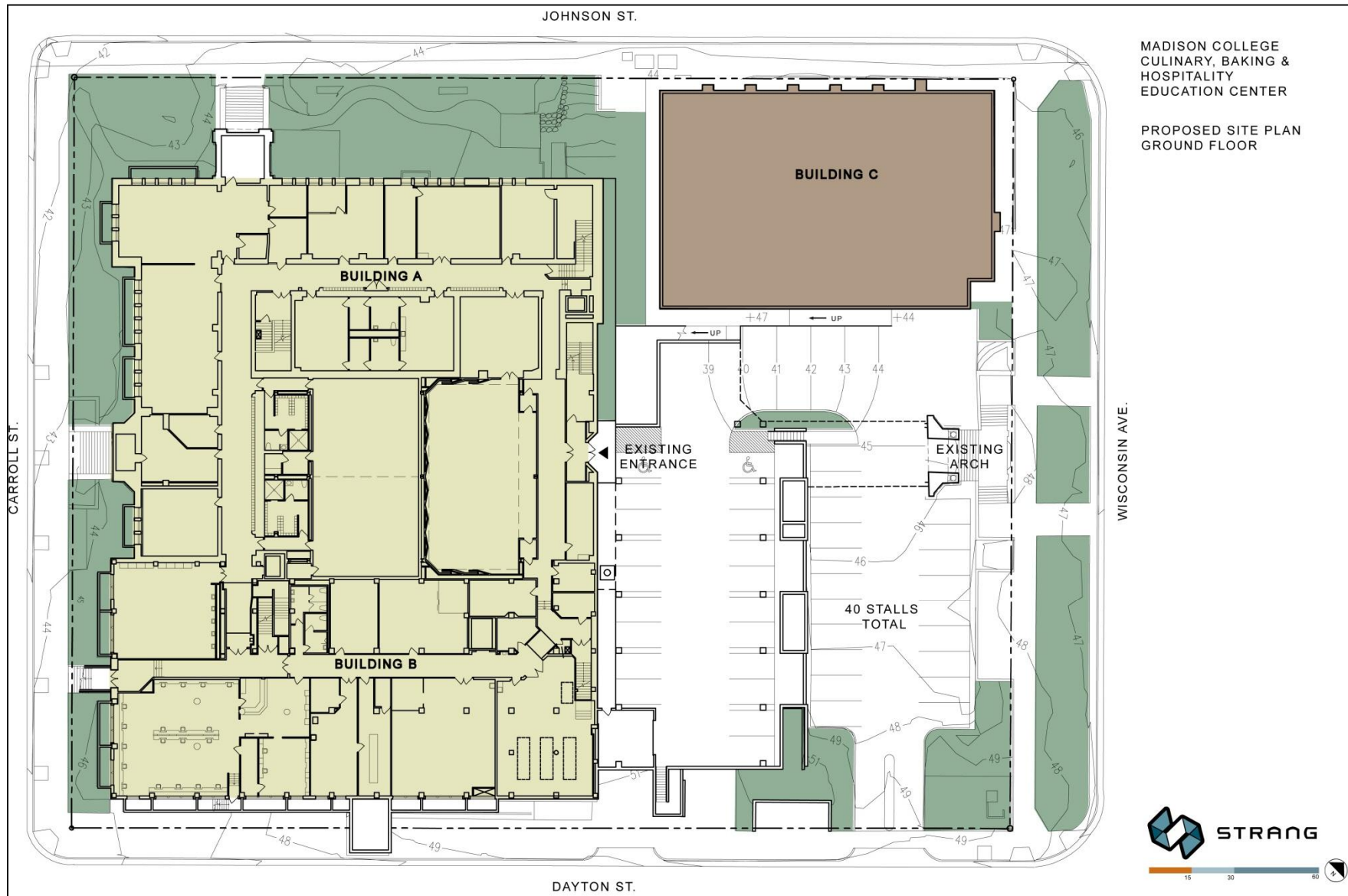


N Aerial Perspective & NE Street Elevation









Proposed Site Plan – Ground Floor

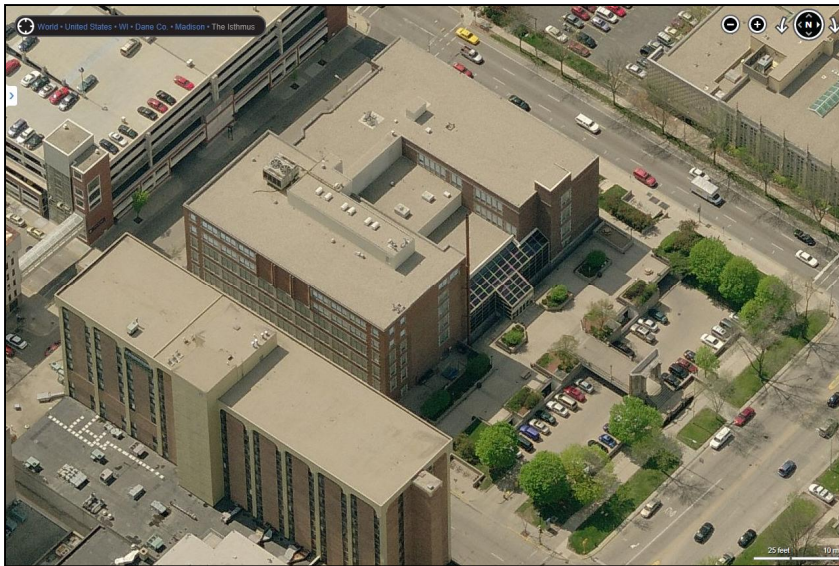




North



North



South



South



Aerial Photographs & Perspectives





West Aerial



West Aerial



West Street Level



West Street Level



Existing Site Photographs & Perspectives









E Street Level Perspective





W Street Level Perspective





N Street Level Photograph





North Perspective Rendering





NW Elevation







SE Elevation



