

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 2, 2012

TITLE: 211 North Carroll Street – School
Building, Madison College Downtown
Campus Culinary Education Center. 4th
Ald. Dist. (26177)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: William A. Fruhling, Acting Secretary

ADOPTED:

POF:

DATED: May 2, 2012

ID NUMBER:

Members present were: Richard Wagner, Tom DeChant, Melissa Huggins, Marsha Rummel, Todd Barnett, John Harrington, Henry Lufler and Richard Slayton.

SUMMARY:

At its meeting of May 2, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the Madison College Culinary Education Center located at 211 North Carroll Street. Appearing on behalf of the project were Tim Casper and Peter Tan, both representing Madison College; and Ledell Zellers, representing the Mansion Hill Steering Committee. Casper provided context on the project. The 10,000 square foot model may change over time given their budgetary needs. They would like to break ground this fall with a completion date of late 2013 so the space is available for the 2014 spring semester. Ledell Zellers spoke on behalf of the Mansion Hill Neighborhood, which supports the project. Tan presented further context and floor plans. The main entrance will be on Wisconsin Avenue and all of the existing trees will remain. The idea is for the building to engage the street with a first floor that is transparent with the decorating lab, the baking lab and the demonstration kitchen all visible from the street. The project is in keeping with the Mansion Hill guidelines in terms of first floor retail. Building materials will include limestone and brick.

The Commission had the following questions and comments:

- The placement right up to Johnson Street is an issue. First United Methodist has some setback from Johnson Street. As you're coming to that intersection, the greenness of Wisconsin Avenue is enhanced by the fact that you have green on Johnson on both sides of that intersection. You're going to be taking that away with this placement right on the corner, and you're selling it as if it's retail and it's not retail. Perhaps it does not need to be so close to the street.
 - One of the things the college had in mind was how to have a visual demonstration of what happens here and what the community could be able to participate in. That prominent corner can be seen as they drive by on Johnson Street. It's not a retail space but we did want a sense of welcoming the public. Also, the building cannot move much further south because of the existing parking structure.

- Not being able to move the building to the south is a product of your program area. If the greenspace is something we want to see, there are other opportunities such as going taller or cantilevering out. Just because the building can't move further south doesn't mean there aren't ways to address this.
- Overall it's a very attractive development.
- What are the opportunities for the interior of the site? You could create some new outdoor space, a courtyard area. It's an opportunity to make a connection between the two buildings.

Ald. Verveer stated that the neighborhood is thrilled to have the culinary program coming to downtown. He further noted that he has always had a great working relationship with the representatives of Madison College and looks forward to this project coming to fruition.

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 rating for this project is 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 211 North Carroll Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	6	-	-	-	-	8	-
	5	7	-	-	-	6	7	7

General Comments:

- Good start. Look at maintaining greenspace along Johnson Street. Look at creating interior courtyard.
- Outdoor spaces for functions/events. Greenspace along Johnson – can you protect?
- Setbacks/street vistas are important to retain.