UDC MEMO
Planning Division
Department of Planning & Community & Economic Development

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TO: Urban Design Commission

FROM: Janine Glaeser, UDC Secretary

DATE: July 18, 2018

SUBJECT: ID 45612 (UDC) – 200 South Pinckney Street (Block 88 & Block 105) - Judge Doyle. 4th Ald. Dist., Major Alteration

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The owner and applicant, the City of Madison, is providing an informational presentation on what will be a Major Alteration application for the 216 S. Pinckney Street project, also known as "Block 88," which is part of the Judge Doyle Square project.

Today, the applicant is asking the Commission for feedback on (2) updated façade designs for the parking garage podium.

Schedule

UDC received an informational presentation of the project redesign on June 6, 2018 *(report attached)*
Landmarks Commission approved the project on July 9, 2018 *(report attached)*

- Landmarks Commission found that the proposed development is not so large or visually intrusive as to adversely affect the historic character of the adjacent landmark.

UDC granted final approval of the original project design in July of 2017.

Approval Standards

This request is anticipated to be submitted as a Planned Development (PD) Zoning District, in which case the UDC is advisory to the Plan Commission, subject to the approval standards of MGO §28.098. The UDC is required to review the General Development Plan and Specific Implementation Plans and make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter.

The site is also qualifies as a Public Project which requires that the Urban Design Commission approve the proposed project using the Public Project design standards and guidelines under section 33.24(4)(d).

Recommendations:

Staff recommends that the UDC reference key comments from the June 6th report:

- If it's not going to be occupied, make it say it's something different and not pretend like it's windows that people might actually be behind.
- If nothing is going to be built on top of it for awhile, then we need to see how it stands alone and how it stands next to MMB.

- All of the vertical elements really read so much differently than the MMB which has those strong horizontal lines.
- Do something playful with screening or grading or perforated metal and let the air go through, but not mimic windows and make it real heavy.
- Even though it's next to the MMB it should be more contemporary and modern.
- It needs to stand on its own; making it heavy limestone doesn't relate to the garage or help it stand on its own.
- It feels heavy. If we're going to do something to distinguish it and make it more modern, Exact Sciences just had an interesting garage before us with metal that was much lighter.
- If you're not going to maintain the existing datums, I would just forget it. From the ground up just modern, drop the limestone.
- Look at this as a whole composition. How the bookends wrap around the corner. Screen the parking with something contemporary.
- Street side about some of the rhythms and punched openings. Some of our comments were that the elevations of the bike centers should have more entrances, revise the design of the street level access to the public elevators. This sort of punched door opening effect for the bike center and the elevator lobby, with some adjustment of materials you can think about those comments too. No changes to the floor plans, just how some of the entrances work on that street.
- The two doors, you could make that one element rather than adding texture on a surface.