

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 7, 2012

TITLE: 1440 Monroe Street – PUD(GDP-SIP),
UW-Madison Student Athlete Performance
Center. 5th Ald. Dist. (25171)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 7, 2012

ID NUMBER:

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

SUMMARY:

At its meeting of March 7, 2012, the Urban Design Commission **GARNTEED INITIAL APPROVAL** of a PUD(GDP-SIP) located at 1440 Monroe Street. Appearing on behalf of the project were Gary Brown, Nathan Novak, William Ketcham, all representing the UW-Madison; and John Schlaefer. Appearing in support and available to answer questions were Joe Dettlaff, Brian Peterson, representing Smithgroup JJR; Tim Lorre, representing UW Athletics; and Ann Hayes, representing the UW-Madison. Appearing neither in support nor opposition was Ald. Shiva Bidar-Sielaff, District 5. Appearing and speaking in opposition was James Yacky. Brown reviewed the Commission’s concerns from their previous review of the project, including the viewshed from Dayton Street through the arch, the viewshed along the central plaza space north of the stadium, the McClain Center north wall, the arches on the north façade of the new stadium. Brown noted that the project has been presented to the Joint West Campus Area Committee, the neighborhoods and representatives from campus on the west side and the University, they did approve the project and recommended approval to the Plan Commission. Concerns with light and noise have been addressed with the neighborhood and Alder. The updated site plan enhances the pavement and overall feel. Constraints include the need fire access as well as service along the south side of Engineering Hall. Novak presented views through the Lot 17 greenspace and plaza looking south toward the Link Building, and looking north toward the Engineering Building. The paving pattern for Breese Terrace is a simple gray concrete with an exposed aggregate and sand blasting on the band to create a very subtle contrast. Ketchum touched on re-roofing the McClain Center, the creation of spaces along there and to create a safe connection from Badger Way through the site from the Camp Randall arch, through the Stadium and ultimately to Breese Terrace. There is a significant amount of snowfall and icefall that dumps onto Badger Way; one of the tasks they were given was to redevelop this façade as part of the re-roofing of McClain to begin to make this a safe environment and maintain connection through the site. They are limited by a number of things structurally in the building and the reality of resisting the snowfall. About 60% of the roof is freefall; they looked at putting fences on the roof, now barriers but were unable to make that work structurally given the delicate nature of the trusses inside the building. They began fenestrating the building in a respectful way to the modulation of the building that was existing. The new metal material is taken down to the ground in the overflow section to tie it together. They have developed a gutter to the smallest size possible with snow melting in there to be sure this wall has the capacity to get the snow melted and off the pathway. A new entrance has been created in much the same location as the existing McClain entrance to celebrate the student athlete and

give them a place to arrive. They now have a safe situation on the path, a masonry façade that relates all the way through the end of McClain to the end of the retaining structure at Breese Terrace, created a greenspace that didn't exist before, and an opportunity to move student academics up to the public space and occupy what is currently occupied by the structure of the scoreboard, which will house the new academic portion of student athletics. The windows will be both spandrel and vision glass, with a grade change being mitigated through the arch structure. Light fixtures will be downlighting with cut off so they do not produce glare, and rather than lighting the face of the building they will light the ground of the building and a bit under the building to make it a safe environment.

John Schlaefer spoke as president of the Regent Neighborhood Association. The RNA has not yet taken a position on this yet. He favors this and feels the University has done a good job of using design to address the neighborhood concerns, such as mechanicals on the east side facing campus rather than the neighborhood, the glass on the north section is tinted to it reduces the amount of light spilling out, and the scoreboard will have speakers on the side, facing in and down so that will reduce the amount of sound that goes into the neighborhood.

James Yacky spoke in opposition as a neighbor, primarily to the construction itself rather than the design elements. He provided a graphic to put some context as to what the neighborhood has put up with in regards to recent projects. The document shows the number of construction jobs the University has undertaken and how long those construction jobs have taken. In essence, this neighborhood has been subjected to continuous construction for over a decade. He likened it to running a dozen diesel generators running continuously for ten years. He put forth a plea for some sanity and quiet; he would especially like to see no weekend construction. This is a multi-year project that is on the heels of multi-year projects and he feels he lives in an industrial zone but pays significant taxes in a residential neighborhood.

Ald. Bidar-Sielaff mentioned some items that are important to the neighborhood. Firstly, the back of the scoreboard will remain the same as a clean billboard looking back to the neighborhood. The other issue has been the entrance being as far from Breese Terrace as possible and that seems to be the case. Lighting has also been a big issue, making sure that both the indoor and outdoor lighting doesn't produce too much light pollution into the neighborhood. The neighborhood likes the lighting on the Engineering Building and they want to be sure there is as little impact as possible. They want to see specific moped parking so that the pedestrian-bicycle corridor is safe and not cluttered with mopeds.

Comments and questions from the Commission were as follows:

- The previous speaker talked about weekend construction, any thoughts about that?
 - Construction timing and noise has been discussed and will continue to be discussed as it moves towards the Plan Commission.
- I'd like you to look at different options of what you could do in that arch and make sure you're content with whether it's a more natural feel or more formal going right to the arch.
 - I'm a little nervous about taking that to the Veteran's Group. They want something more natural in keeping with the park as you see it today.

What you have now is somewhat casual but it works because it's creating that background. Something more formal would be a specimen tree on axis.

- I don't think the bands in the walkway are going to be as impactful as they are in the drawings.
 - The idea was to break down the mass with concrete and give some texture to the walking surface.

Just make sure it's the intensity that you need it to be to do that.

- I like the changes, but in looking through the arch I would pull off what you've got at Camp Randall. Just take big Elm or Oak trees and carry that down there.
 - The idea was to have a large specimen tree with an evergreen backdrop of some sort.
- I appreciated the previous comments about the north wrap of architecture and I didn't see any alternatives or anything more firm in terms of that.
- Regarding the north shroud for how the plane is being handled, it seems to me there have to be other ways to deal with it. I understand you've got the conduit pipe there but you could look at changing the elevation, you could build over it, that parapet is extremely tall, you're building a whole new structure for that wall, why can't that be lower? This is a dynamic building and perceived from really two sides now and what makes it special is going to be hidden and I find that unfortunate that this is the solution.
- If the protection from the snow has to happen against that base the width of those pieces should be studied to be refined back from those ribs so that the ribs can still be seen coming down and the wall is just a bit narrower, if in fact that's the solution. And that's an opportunity for some daylight down below.
- Programmatically this project is fantastic. The way you've found back of house space and are now enlivening it with program space is fantastic. My only comments have been architectural in terms of the articulation.
- Is there any possibility of having this as a winter addition that comes off?
 - It needs to remain there the whole year. It's very much an engineering solution that we tried to make as good looking and acceptable as we could. The thickness of the wall is dependent on how much snow it has to hold.
- Where the existing concrete piers exist and the red huts come up vertically, they're pulled away from the ribs to give the ribs a bit more breathing room.
 - The reality of the structure is that the top of the buttress is engaged, this horizontal beam is doing all the work to help resist that overturning. When we tried to notch back between we got into a structural discontinuity and it just didn't work. We could come in on a casual basis and present the 17 alternatives to this that we presented DSF and DRB and tell the story of how we got there if that is helpful to you.

Barnett noted that he could not support due to a problem with the north shroud. He noted that there has to be another alternative that doesn't compromise the building (McClain Center).

ACTION:

On a motion by Lufler, seconded by Rummel, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (4-3) with Barnett, Rummel and O'Kroley voting no.

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, 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1440 Monroe Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	6	-	-	6	6	6
	6	7	-	-	-	6	-	6
	7	7	7	7	-	8	8	7
	7	3	7	7	-	7	6	5
	-	-	-	-	-	-	-	7
	-	6	-	-	-	7	-	6

General Comments:

- Project is worthy other than ice shroud.

Student Athlete Performance Center
North Practice Field/Badgerville
Meeting with Regent Neighborhood Association Leadership
March 1, 2012

Attending: Shiva Bidar-Sielaff, District 5 alder; Laura Rose, RNA UW Relations Committee; John Schlaefel, RNA President; Justin Doherty, UW Athletics; Tim Wise, UW Athletics; Gary Brown, UW FP&M

Set-up

RNA Concern: Trucks associated with Badgerville set-up, park and idle on Breese Terrace creating noise and air quality issues for the neighborhood.

- Access will be maintained from Randall Avenue to Engineering Drive to Badger Way
- No vendor/contractor parking on Breese Terrace
- No idling of vehicles while working
- Set-up would begin no earlier than the Thursday before a Saturday game with Thursday and Friday set-up times as 7am – 7pm

Tear Down

RNA Concern: Trucks associated with Badgerville tear down, park and idle on Breese Terrace creating noise and air quality issues for the neighborhood. Time of tear down on Sunday morning is too early and creates noise problems.

- Access will be maintained from Randall Avenue to Engineering Drive to Badger Way
- No vendor/contractor parking on Breese Terrace
- No idling of vehicles while working
- Tear down times will be 10am – 7pm on the Sunday after the game

Schedule & Diagram

RNA Concern: The alder and neighborhood representatives would like information on which games will have a pregame/Badgerville event; what time the event will occur and what will be happening during the event.

- UW Athletic Department to provide Regent Neighborhood Association President and Alder a weekly set-up diagram and schedule of Badgerville for each game to include set-up, tear down and day of event activities

Sound

RNA Concern: Loud music and the general noise associated with Badgerville is disruptive and problematic for the neighbors on event days.

UW Athletics Response:

- Adjust the placement of the stage so that it faces east away from RNA. (Toward Lot 17 ramp)
- UW will distribute sound more evenly from the stage area. All sound will be focused away from RNA in the event area. (Aimed East).

- All speakers will be aimed downward to make sure that any reverberation is minimized.
- UW will supply an event timeline each week to a designated RNA representative at a weekly event meeting held at Camp Randall Stadium.
- Also prior to the season we can set up a demonstration with a Decibel meter to show that the set-up is agreeable. (UW Athletics would need time to arrange this demonstration.) A representative from UW Athletics, RNA, City of Madison, etc. would be in attendance.

Display Video Screen

RNA Concern: Noise associated with the large format video display screen adds to the overall disruptive noise of the event.

- To be set-up on the west side of the north practice field with the screen projecting to the east; any sound associated with the video display screen will be within the city ordinance and be projected to the east to minimize sound issues for the neighborhood

Stage

RNA Concern: The south facing location of the stage created additional noise problems with the associated speakers facing east. In order to cover the entire area to the south, the volume had to be increased for event goers to hear what was happening on the stage.

- To be set-up on the west side of the north practice field with the activities projecting to the east

Alcohol

- Limit of 2 cups/cans/bottles per purchase
- Sales will only be 2.5hrs prior to game and close at the start of the game/event time
- Sales will be confined to one area of the north practice field, no multiple sale points

Badgerville Overview

Many universities around the country stage football-related pre-game events at which fans of all ages can come to eat, drink, socialize and be entertained or engaged in a variety of ways. This is the premise behind the Badgerville event that UW Athletics staged prior to five home football games last season and that UW Athletics would like to stage again for the upcoming 2012 football season.

Badgerville was conceived to be a 2 ½ hour event where fans could enjoy food and beverages from a variety of vendors, as well as other opportunities. It is a place to meet current and former Badger student-athletes; listen to music; watch Badger football videos; get autographs; interact with UW Athletics sponsors; receive giveaways like t-shirts; engage in childrens' activities like basketball shooting or football throwing; meet Bucky Badger; listen to the UW Marching Band; hear from Athletic Director Barry Alvarez and/or other UW Athletics or visiting team officials.

The intent of the event is to provide a casual, safe and enjoyable environment for Badger football fans prior to home games. It was executed as such last year.

What will UW Athletics do regarding RNA Sound Concerns at Badgerville?

- Adjust the placement of the stage so that it faces east away from RNA. (Toward Lot 17 ramp)
- UW will distribute sound more evenly from the stage area. All sound will be focused away from RNA in the event area. (Aimed East).
- All speakers will be aimed downward to make sure that any reverberation is minimized.
- UW will supply an event timeline each week to a designated RNA representative at a weekly event meeting held at Camp Randall Stadium.
- Also prior to the season we can set up a demonstration with a Decibel meter to show that the set-up is agreeable. (UW Athletics would need time to arrange this demonstration.) A representative from UW Athletics, RNA, City of Madison, etc. would be in attendance.

**Resolution of the Board of the Regent Neighborhood Association
Regarding
The University of Wisconsin Student Athletic Performance Center**

Whereas, the University of Wisconsin Athletic Department plans to add an addition to the north end of the stadium known as the Student Athletic Performance Center, to construct a linking building between the stadium and the McClain Center building, to refurbish part of the stadium and the McClain Center, to create a new green space where the Lot 17 surface parking is currently, and to make certain other changes in the area along Badger Way; and

Whereas, negotiations have taken place between the University and RNA's UW Relations Committee to mitigate potential impacts of the construction and operation of the new facility on the Regent Neighborhood,

Therefore, be it resolved that the Board of the Regent Neighborhood Association hereby endorses the project with the following conditions that have been agreed to by the parties in the negotiations:

1. All construction vehicles will enter the site from Engineering Drive. No construction vehicles will be allowed on Breese Terrace, except for the few days needed to construct the retaining wall at the south end of the north practice field.
2. Construction on weekends starting no earlier than 9:00 AM and lasting no later than 5:30 p.m.
3. No additional noise will be generated, and no additional light will be directed toward the neighborhood after completion of the project.
4. Amplified sound on the north practice field and in the new multi-purpose open space between the Lot 17 ramp and Engineering Hall will meet the existing City of Madison noise ordinance.

Approved this 28th day of March, 2012

Signed: 
John Schlaefer, President
Regent Neighborhood Association

JOINT WEST CAMPUS AREA COMMITTEE

REPORT of ACTION

February 29, 2012

Agenda Item / Project Name:	Student Athlete Performance Center
Street Address:	1430-1440 Monroe Street & 1525 Engineering Drive
Project Contact(s)/Phone #'s:	Gary Brown, 608-263-3023
Date of JWCAC meeting(s):	February 29, 2012
JWCAC Members in Attendance: Shiva Bidar-Sielaff (City of Madison Alder); Nan Fey (City of Madison Plan Commission); Gary Brown (UW Facilities Planning & Management); Andy Howick (UW Hospital); Sherwood Malamud (Dudgeon-Monroe Neighborhood Association); Doug Carlson (Vilas Neighborhood Association); Rob Kennedy (UW Transportation Services); Laura Rose (Regent Neighborhood Association); Chris Schmidt (City of Madison Alder); Mark VanderWoude (UW School of Nursing); Liz Vowles (Sunset Village Neighborhood Association); Karl Frantz (Village of Shorewood Hills); Kelly Ignatoski (UW Housing-Eagle Heights Apartments).	
Committee staff present: Deb Hatfield, Dan McCormick	

Brief Project Description: This is project is a major alteration to an existing Planned Urban Development for a proposed 3-story 32,088 gross square foot addition to Camp Randall Stadium to house the Fetzer Academic Center and student athlete training facilities, remodeling of the existing McClain Center, upgrades to Engineering Drive, creation of a multi-purpose outdoor plaza between the Lot 17 Parking Ramp and Engineering Hall, and landscape upgrades along the new Badger Way pedestrian/bicycle path from Breese Terrace to N. Randall Avenue.

Action or Recommendation by JWCAC: Motion by Sherwood Malamud, second by Mark VanderWoude to recommend approval of the Planned Urban Development for the Student Athlete Performance Center project to the City of Madison Plan Commission as presented. A friendly amendment was offered by Laura Rose (Regent Neighborhood Association) to apply the following conditions to the approval:

- No construction vehicles will be allowed on Breese Terrace.
- No additional noise will be generated by the proposed building upon completion.
- No amplified sound will be allowed on the north practice field or in the new multi-purpose plaza.

Motion approved unanimously via voice vote with Nan Fey, Chris Schmidt and Shiva Bidar-Sielaff abstaining.