

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 11, 2007
TITLE: 4802 Sheboygan Avenue – Hill Farms Redevelopment, PUD-GDP. 11 th Ald. Dist. (06085)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William Fruhling, Acting Secretary	ADOPTED: POF:
DATED: April 11, 2007	ID NUMBER:

Members present were: Paul Wagner (Chair), Richard Slayton, Ald. Noel Radomski, Michael Barrett, Lou Host-Jablonski and Bruce Woods.

SUMMARY:

At its meeting of April 11, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD-GDP for the Hill Farms redevelopment at 4802 Sheboygan Avenue. Appearing on behalf of the project were Brian Munson and Bill Peterson. Munson gave an overview of the project which includes approximately 1.5 million square feet of office/employment uses, 150,000 square feet of commercial/retail uses and 300 residential units on 22 acres. He showed plans with “D” Street connecting westward to the Red Cross site. Ald. Tim Gruber stated that he likes where the project is going and supports keeping the community gardens on site or another creative solution. He asked the Commission to look at the street widths and setbacks. Patricia Soderholm, Nancy Stroud, and Linda Baxter Page would like to see the community gardens continue to be provided. The Commission felt the process and project were off to a positive start, but noted some concerns with the amount of paving being proposed within the rights-of-way and the amount of parking being considered.

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 5, 5, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4802 Sheboygan Avenue

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

General Comments:

- Really appreciate the commitment to proactively support – and pay for – the continued vital community garden. Exciting planning ideas.
- Major factors to consider: 1) scale everything down to prioritize human scale, and 2) do everything possible to make this site the destination, not a through route. To that end: 1) eliminate convenient cut-throughs; 2) narrows car travel lanes; 3) traffic calm and scale down the streets to eliminate the need for bike lanes; 4) tighten all corner curb radii to slow turning traffic (sidewalks should enter street at 90° angles); 5) create a denser network of ped connections through the “bubbles”; 6) establish strong economically based TDM strategies to achieve only a 50% mode share for single occupant cars (see E. Washington BUILD).
- Great potential...nice process.
- Still lots of work. Good start.