

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 25, 2006	
TITLE: Informational Review of Draft Park Street Urban Design District Ordinance – Urban Design District No. 7 – 13 th and 14 th Ald Dists.	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: January 25, 2006	ID NUMBER:	

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Todd Barnett, Lisa Geer, Robert March, Michael Barrett, and Jack Williams.

Members Excused: Bruce Woods and Cathleen Feland.

SUMMARY:

At its meeting of January 25, 2006, the Urban Design Commission received an **INFORMATIONAL PRESENTATION** and provided feedback on the Draft Park Street Urban Design District Ordinance – Urban Design District No. 7. Appearing on behalf of the project was Bill Fruhling, Principal Planner. Fruhling noted appropriate changes to the draft ordinance would be made and provided with the Commission’s formal consideration of the Draft Park Street Urban Design District Ordinance. Fruhling noted to the Commission that following the informational presentation, a meeting of business and property owners would be held three weeks prior to introduction of the ordinance. The ordinance as proposed was intended as an implementation mechanism for the previously approved “Park Street Corridor: Main Street for the Southside Urban Design Guidelines”. It was noted that the draft ordinance is a radical departure from the “boiler plate” provisions contained within existing districts based on the specific planning initiatives established with the guidelines. The draft ordinance refers back to the Urban Design Guidelines, as the basis for design review, which provides further illustration of the concepts in the ordinance. The ordinance has both requirements and guidelines dealing with building height, building setbacks and orientation, parking and service areas, landscaping and open space, site lighting and furnishings, building mass and articulation, windows and entrances, signage and special areas within the corridor. The ordinance also includes specific provisions for special areas such as Badger Road, Wingra Creek, Meriter and St. Mary’s Hospital campuses and multi-tenant commercial buildings was provided, in addition to provisions relative to restoration and preservation activities. The Commission was generally supportive of the draft ordinance and provided feedback on an array of its provisions relative to the prescriptive nature of both requirements and guidelines.

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 7 and 7, with the remainder of the Commission abstaining from the ranking process.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Park Street Urban Design District Ordinance

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

General Comments:

- Good plan. Needs to better flesh-out parking reduction strategies.
- Make revisions as discussed.