# AGENDA # 6

## City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION PRESENTED: October 21, 2009

TITLE: 1012 Fish Hatchery Road – PUD-GDP for **REFERRED:** 

a Four-Story, 62-Unit Apartment Building. **REREFERRED:** 

13<sup>th</sup> Ald. Dist. (16318)

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary ADOPTED: POF:

DATED: October 21, 2009 **ID NUMBER:** 

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Mark Smith, Richard Wagner, Ron Luskin and Jay Ferm.

### **SUMMARY:**

At its meeting of October 21, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD-GDP located at 1012 Fish Hatchery Road. Appearing on behalf of the project were J. Randy Bruce, Tom Sather and Henry Gempeler, all representing Silverstone Partners. Prior to the presentation staff noted that the site is currently the surface parking lot component of the former Dean/Morningstar Dairy site located at the intersections of Fish Hatchery Road with South Park Street. The site is within the "Wingra Market Study and Conceptual Redevelopment Plan Summary Report" plan area which recommends medium density residential development on the site which was anticipated to be a component of the high-density residential or lodging first level commercial designation of the main site for the former dairy operation. Bruce then provided a review of the plans for the four-story, senior housing facility to be developed by Stonehouse Development with Attorney Gempeler noting his representation of Stonehouse as the developer. Following a review of the plans the Commission noted the following:

- The building is too suburban in design; needs to be more urban.
- Look at a drop-off in front of building along with a main building entry and porch.
- If entry stays at corner, do more architecture at corner.
- Look at different route options per the requirements of Urban Design District No. 7, in addition to looking at a usable roof terrace.
- Need to provide neighborhood context, need to address the requirements for Urban Design District No. 7 relative to its setback provisions and design criteria. Need to break up length of building.
- Minimize lawn areas to reduce maintenance.
- The relationship between the patio areas and parking needs more work.
- Eliminate belt of green around the building to create a more significant green/activity area for use by tenants and guests. Look at placing a line of trees at street to buffer and reduce noise.
- Create a lake room at the northeast corner to capture view corridor to the lake.
- The setback is appropriate given traffic on Fish Hatchery Road.
- Building needs to be more contemporary and urban.
- Utilize the proposed masonry wall between the street and building to create semi-private spaces.

- Consider recessed balconies to feel more protected and comfortable.
- Building should not be so symmetrical in order to be urban.
- Drop-off may not be appropriate on Fish Hatchery.
- Look at providing an enhanced rear activity area.
- Look at the requirements for Urban Design District No. 7 for a front entry facing the street.
- Activity entry and surface parking next to neighborhood should be moved to the north end.
- Consider raising garage entry to be more urban and screen surface parking.
- Pull building forward on Fish Hatchery Road and create a private open space at its rear.

## **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 4, 4, 5, 5 and 6.

#### URBAN DESIGN COMMISSION PROJECT RATING FOR: 1012 Fish Hatchery Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	4						4
								5
	4	4	4					
								info
								4
	6	5	-	-	-	6	6.5	6
	5	5	-	-	-	6	5	5

#### General Comments:

- Very bland. This is an exciting location in an urban/industrial/residential corridor. Lots of opportunities to build on.
- Program fits area, conceptualization does not.
- Retail? Street entries?
- Center entry @ street.
- Suburban architecture is not appropriate.
- Review UDD #7: setbacks, front façade and front entrance should face primary street; enhance architectural interest of building face, preference for flat roofs; stepbacks at 3<sup>rd</sup> floor of 15 foot.
- Architecture seems tired, seen it before why not a trendsetter? Should be urban! 4<sup>th</sup> floor "Lake Room" flat roofs? Say yes.
- Study "commercial" uses office, internet café on Fish Hatchery near Park and residential on First across from houses on High. Transitional site with great potential.
- More urban character/qualities. Concentrate open space for resident use.