

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 6, 2006
TITLE: 1501 Monroe Street – PUD(GDP) for a Mixed-Use Project. 13 th Ald. Dist. (02999)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 6, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of December 6, 2006, the Urban Design Commission **REFERRED** consideration of a PUD(GDP) located at 1501 Monroe Street. Appearing on behalf of the project were Bob Sieger and Bill Towell. Appearing in opposition to the project were Ald. Robbie Webber, Ald. Isadore Knox, Sam Kung, Bill Chin and Thomas Yen. Based on feedback over the last ten months, Sieger noted the plans as presented featured a reduction in massing and pullback from the Monroe and Regent Streets so as to be now 5-stories with 39-units with the deck line of the upper level penthouse set back at 20-feet. A review of the revised building elevations emphasized the use of exposed concrete columns, brick accents at street level, combined with the use of various colors of glass (red and blue), in combination with painted spandrel panels. Sieger noted that the balconies at minimum were 8' x 18' in size to allow for enhanced usability by tenants. Following the presentation, staff noted that email correspondence from representatives of the Regent Neighborhood Association, the Vilas Neighborhood Association, as well as representatives of the Madison Chinese Church (Attorney Michael Christopher) were in opposition to the project based on its inconsistencies with the City's adopted Comprehensive Plan relevant to unit count, cited negative impacts on surrounding neighborhoods, traffic impacts, as well as inconsistency with the Draft Monroe Street Commercial District Plan. Several members of the Madison Chinese Christian Church appeared with their concerns with the size and mass of the building, the loss of light (sun), the lack of transition between the proposed structure and adjacent residential development, traffic impacts both vehicular and pedestrian. Ald. Knox spoke noting neighborhood concerns with both existing and proposed facilities relative to bar establishments' amplified music levels and times, as well as the expansion of the conditional use for UW events modified with this approval, in combination with the significant issue of the number of balconies and terraces use in conflict with adjacent single-family development. Ald. Knox further elaborated on issues with traffic impacts relevant to ingress and egress with the use of the alley. He also noted the project's lack of consistency with the draft Monroe Street Plan. Ald. Knox felt the project was not done and not ready to move forward. Ald. Robbie Webber also spoke in opposition to the project, noting its incompatibility with adjacent single-family development relevant to height, the floor to ceiling ratio at 16-feet with the appearance of the building not being 4-stories as presented. Ald. Webber noted that the Draft Monroe Street Commercial District Plan supports 4-stories only, not taller. She noted the area behind the building is all single-family where no shadow study or traffic study as requested by the Urban Design Commission with consideration of this item at its meeting of July 26, 2006 has been provided, in addition to resolve of issues with

the neighborhood, including pedestrian/bike. She noted that the entry off of Regent Street into the alley was a blind corner creating access and traffic back-up issues. In regards to the Comprehensive Plan she noted that densities at 40-units per acre were supported, where the project is at twice that level of density. In regards to the balconies facing the neighborhood, the concern is with the level of outdoor partying and noise issues, including the second floor roof terrace for the restaurant. Issues with outdoor amplified music that was originally limited to football game days were not; where the current application requests seven days a week. She noted the lack of support from both the Vilas Neighborhood Association and the Regent Neighborhood Association. She also noted that the building is not 4-stories but 6-stories due to the 16-foot floor to ceiling ratios. Following testimony the Commission noted the following:

- Issue with the lack of the provision of a shadow study. Need to address concerns relevant to development across Regent Street as well as to the east.
- Concern with the impact of noise from the bar/restaurant.
- Concern with the blankness of the lower level façade along Regent Street and the loss of plaza area.
- Need to provide specific details as to the floor levels and building height, as well as clarify the number of levels and total height of the building.
- The alley elevation in regards to the upper level is not shown correctly.
- Don't like rose colored glass at ground level.
- Concern with the zoning text relevant to outdoor eating and use for the restaurant/bar.
- Provide traffic and shading studies to resolve issues relevant to building and site design relevant to access, circulation and light issues.
- Consider providing a transition between the alley façade of the building with the church and adjoining residential properties.

ACTION:

On a motion by Woods, seconded by March, the Urban Design Commission **REFERRED** consideration of this project. The motion was passed on a vote of (6-2) with Geer and Host-Jablonski voting no. The referral motion required address of the above stated concerns.

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, 5, 6, 6, 7, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1501 Monroe Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	6	-	-	-	-	-	6
	4	7	-	-	-	3	5	4
	6	8	-	-	-	7	8	7
	6	8	-	-	-	5	9	7
	6	6	-	-	-	5	6	6
	6	8	-	-	-	5	6	7
	4	6	4	5	-	5	6	5
	8	8	-	7	-	7	6	7

General Comments:

- Approvable.
- Too many questions about project to give any kind of approval.
- Once see traffic study and shadow study then I can vote for or against.
- Good project, density and height appropriate.
- Appreciate the changes made in response to neighborhood concerns, very comprehensive mixed-use.
- Many problems need to be worked out with the neighborhood – UDC can’t resolve the operational issues that are blocking what could be a very nice project.
- Don’t care for rose colored glass; retail at ground floor is excellent; like railing concept; architecture is exciting; zoning text issues; where is the traffic study?; shading study?; remain curious about earlier suggestion to expand project across alley.