

Firchow, Kevin

From: [REDACTED]
Sent: Tuesday, May 28, 2013 4:19 PM
To: Firchow, Kevin; rbruce@knothebruce.com; Subeck, Lisa
Subject: rezoning 1723 Waldorf Blvd

To All Concerned,

In regard to the proposed rezoning of 1723 Waldorf Blvd there are several issues that should be addressed prior to submission to the Plan Commission. For starters:

1. These plans represent a significant if not major diversion from previous designs and zoning for the site, far beyond minor modifications. Thus, they should first go to Urban Design and the full rezoning procedure.
2. The plans have not been presented to the Midtown Commons Neighborhood Architectural Control Committee for review and approval, which should occur prior to any other rezoning submissions.
3. Previous plans included commercial space on the ground floor- current plans show only "possible future commercial use." Yet the elevations show no attempt to provide commercial space, signage locations, customer accessibility from the sidewalks. This is a thin disguise of planned elimination of all commercial uses from the development. This is a major deviation from past zoning for this site and the neighborhood as a whole.
4. This elimination of commercial space is very problematic to the viability of commercial in the development/neighborhood as a whole, as it weakens the critical mass of retail/commercial needed for businesses to support each other.
 1. This would likely lead to elimination (or major curtailment) of the commercial zoning of the block to the south.
 2. It would negatively affect the commercial facilities in place in the area that invested with the understanding that future commercial development was in the works.

Please respond to these issues by email or phone at your earliest convenience.

Thank you for your attention to these matters.

Sincerely,

Peter Frautschi

Midtown Commons Architectural Review Committee
W.C. Development Corp
Community By Design Inc
625 N. Segoe Rd. #103
Madison, WI 53705

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 22, 2013

TITLE: 1723 Waldorf Boulevard – Modified
PUD(SIP), Two Building, 80-Unit
Residential Development. 1st Ald. Dist.
(03554)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 22, 2013

ID NUMBER:

Members present were: Henry Lufler, Acting Chair; Lauren Cnare, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroy, Tom DeChant and Melissa Huggins.

SUMMARY:

At its meeting of May 22, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a modified PUD(SIP) located at 1723 Waldorf Boulevard. Appearing on behalf of the project J. Randy Bruce, the project architect. Bruce noted that the commercial aspects of this development are no longer being proposed due to the lack of commercial activity in this newer area; the first floor units may now become live/work units. It is now proposed to take the corner piece and treat the base material and take it all the way to the second floor; this provides for the possibility of taking the windows out and installing floor-to-ceiling glass for future commercial uses. Building materials include a reddish brown brick, medium gray roof, with the body of the building in suede color on the upper level and a bronze green on the mid-level. The bay elements would be a reddish brown with rice colored trim. Slayton suggested looking at reshaping the grading and configuration of the detention area to be a more functional treatment to deal with the erosion on the site.

ACTION:

On a motion by Cnare, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

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 rating for this project is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1723 Waldorf Boulevard

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

General Comments:

- Relook at detention pond: More aesthetic treatment, grades drop too fast along patio = erosion.