

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 4, 2006
TITLE: 702 North Midvale Boulevard – Hilldale Redevelopment – PUD(SIP), Humana Site, Mixed-Use. 11 th Ald. Dist. (04090)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 4, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Todd Barnett, Bruce Woods, Cathleen Feland, Ald. Noel Radomski and Lisa Geer.

SUMMARY:

At its meeting of October 4, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the Hilldale Redevelopment PUD(SIP), Humana Site. Appearing on behalf of the project were Domenic Lanni, Mike Sturm and Joseph Lee, with Laura Moberly speaking in opposition. In response to comments made at a previous informational presentation on the project (September 6, 2006), the plans as presented featured the following:

- A previously proposed 90-unit condominium tower adjacent to the existing “Weston Place” condominium development has been eliminated in favor of development of 8 townhouse units abutting the property’s Frey Street frontage with a large portion of the remaining area of the site to be developed as open space in conjunction with a greenspace network of the Hilldale Redevelopment plan area.
- In response to requests to internalize the extensive parking structure, Lanni detailed the development around its core, consisting of the Whole Foods store, the 144 condominium tower, the 90-unit condominium tower with underlying retail, a small retail strip center including a restaurant, the development of residential live/work townhouse units along Frey Street, with the remainder of the exposed ramp buffered with additional landscape amenities.
- Details of peripheral and internal pedestrian linkages were presented, as well as details of traffic impact studies relevant to the whole Hilldale Redevelopment master plan area and future development within the Hill Farms redevelopment site area.
- Details of parking levels relevant to the amount of retail, residential and commercial land uses were provided as previously requested.
- The issue of development of a 2-story structure in conjunction with the Whole Foods development was discussed which could not be addressed according to Lanni.

Laura Moberly spoke in opposition expressing concerns about density levels, the concentration of retail, traffic and access issues.

Following the presentation, the Commission noted the following:

- Provide a larger view of pedestrian connections on and off-site, detailing linkages with existing adjacent development, as well as incorporating traffic calming measures within the proposed plans.
- The footprint and spaces around the north side of Frey Street not fluid. Should relate to a curved form of Frey Street.
- The new townhouses adjacent to the recently created open space area, the townhouses detract from the park/open space; consider running housing along the south and west edges to frame the park/open space or relocate Frey Street to the west to relocate townhouses in order to make the location of both the newly created park and open space and townhouses more cohesive.
- Work on the face of the Sentry to provide more pedestrian connections.
- Reconsider and relocate the sloped end terrace open space park to better relate to the newly created open space north of Sawyer Terrace.
- Plan to provide traffic calming measures as a destination.
- Consider experience of residential adjacent to the parking structure, needs more study.
- Consider eliminating surface parking off of the northwesterly side of the adjacent Hilldale Mall in favor of development of greenspace, combined with the other proposed open space areas along both the east and west sides of Sawyer Terrace, along with the development of structured parking off of the southwesterly backside of the existing mall.

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 and 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	-	-	-	-	-	-	-
	5	7	-	5	-	5	5	5
	7	8	-	-	-	7	8	7.5

General Comments:

- Better integration of the parking structure within the development. Finally greenspace where needed and scaling back the larger tower to townhouses. Better feel for pedestrians along Frey Street. More connections between open space areas making them pedestrian welcoming. Possibly rework exterior surface parking to the west of the mall to maximize the open space and parking efficiency.
- Good urban density but pay attention to keeping things cohesive: 1) condense the greenspace and 2) condense and cohere the housing around the parking ramp.
- Improved, but still needs more work per our comments.
- Much improved site plan. Open spaces will be used. Live-work a desirable feature.