

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 6, 2011

TITLE: 677 South Segoe Road – PUD(GDP-SIP) for a Three-Story Residential Building with Sixty Apartments. 20th Ald. Dist. (19952)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: William A. Fruhling, Acting Secretary

ADOPTED:

POF:

DATED: July 6, 2011

ID NUMBER:

Members present were: Richard Wagner, Mark Smith, Todd Barnett, John Harrington, Richard Slayton*, Melissa Huggins and Henry Lufler.

*Slayton recused himself.

SUMMARY:

At its meeting of July 6, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 677 South Segoe Road. Appearing on behalf of the project was John Bieno, representing TJK Design Build. He stated he has support from the neighborhood association and Alder. The site plan now contains two 3-story buildings with a total of 60-units. The entry has been reoriented at the intersection with planters and steps incorporated at the entry. They created a sweeping arc of parking to address the grade of the site, which makes a more level lot with better access to the two separate underground parking garages. The palette of materials has been simplified. He noted that the density proposed still exceeds those recommended in the neighborhood plan. Previous concerns about lights from traffic on Odana Road will be dealt with through grade work to level out the parking lot, with the building acting as a retaining wall across the site, and landscaping. Smith likes the simplification of parking and thought that the fact that it doesn't conform with the layout of the buildings themselves is a plus. Barnett questioned the width of the 26-foot driveway. Bieno responded that it leaves enough room for people to turn left and turn right and still come into the driveway, as well as allow fire access. Barnett suggested looking at switching the door and garage entrance of the northeastern building to allow for more usable outdoor recreational space. He also suggested carrying some of the architectural elements from other elevations to the northeast elevation.

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.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 677 South Segoe Road

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

General Comments:

- Mirror image north building entry – floor plan? Auto vs. ped?