

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 24, 2008
TITLE: 515 South Midvale Boulevard – PUD-SIP, Phase 2, Sequoya Commons, 100 Apartments and Approximately 10,650 Square Feet of Retail. 11 th Ald. Dist. (10043)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: September 24, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski; Chair, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Dawn Weber, Bruce Woods, and John Harrington.

SUMMARY:

At its meeting of September 24, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP, Phase 2, Sequoya Commons, for 100 apartments and approximately 10,650 square feet of retail located at 515 South Midvale Boulevard. Appearing on behalf of the project were Bruce Simonson, Joe Krupp, Sarah Lerner, and Darrel Kahn. Simonson stated that the central courtyard space was totally reworked and now utilizes a raised paver system planted with grasses and low-growing landscaping. It also incorporates precast or poured-in-place planters large enough for some trees. He reviewed the materials palette, noting that it includes two kinds of brick (same as in Phase 1) and three colors of siding. He clarified that the large box shown on the fourth floor is the rear of the fourth floor element along Midvale, but that the windows and architectural details were not rendered in. The Commission noted that the elevations presented were not the same as those in the packet, and that the presented drawings lowered the “eyebrows” above the windows and incorporated a brick pier in the center of the entry feature to make it more vertical.

ACTION:

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP, Phase 2, Sequoya Commons, for 100 apartments and approximately 10,650 square feet of retail located at 515 South Midvale Boulevard, subject to a revised set of plans reflecting what was presented at the meeting being submitted to staff.

The motion passed on a vote of (8-0).

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 ratings for this project are 6, 6, 6, 7, 7, 7.5, 7.5 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 515 South Midvale Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	8	7	7	-	6.5	8	7.5
	7	7	7.5	-	-	-	7	7
	-	6	-	-	-	-	-	6
	6	7	6	-	-	6	6	6
	6	6	6	-	-	-	6	6
	7	8	7.5	-	-	-	7.5	7.5
	9	7	8	8	-	7	8	8
	7	6	7	-	-	5	6	7

General Comments:

- A long slog. Appreciate second entry. Should help disperse traffic. Nice looking project.
- Great addition. Nice landscape.
- This project has become really quite good. Kudos.
- A long haul but developer should be proud.