

AGENDA # 13

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 8, 2006
TITLE: 1501 Monroe Street - PUD(GDP-SIP) for a Mixed-Use Project with 51 Units. 13th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 8, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of March 8, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) for a mixed-use project with 51 units located at 1501 Monroe Street. Appearing on behalf of the project were Bob Sieger, Brian Reddeman, Sonia Moskalik and James Roper. The plans as presented provide for the redevelopment of property at the corner of Monroe and Regent Streets currently containing a commercial/retail office building proposed to be demolished, along with the adjoining property containing "Mickey's Dairy Bar" with residential units on the second floor. It is proposed to redevelop these combined sites with a 6-story structure that also includes exposed underground parking. Staff noted to the Commission a distributed memo by William A. Fruhling, Principal Planner of the Department of Planning and Development citing issues with the redevelopment proposal's consistency with the City of Madison Comprehensive Plan's provisions, in addition to the draft Monroe Street Commercial District Plan (in support of 2-3 stories), as well the recently initiated Regent Street-South Campus Neighborhood Planning Area Initiative that is intended to produce recommendations for the future development of this corner. The presentation provided a review of the contextual information on the properties' relationship to adjoining properties within the block across Monroe Street and Regent Street, as well as the adjoining residential neighborhood to the southeast. A model of the proposed development site, as well as the area as a whole was presented, along with elevation studies and perspective renderings containing variations in the bulk and mass of a proposed structure on the site. Following the presentation, the Commission expressed concerns as follows:

- Like concept. Underutilized important site in the stadium area.
- Negative impacts relevant to the light issue are a non-factor, height is an issue, building a bit too tall but excited by the architecture.
- Generally like the project but relative to the existing condition; the lack of anything going on at street level on Regent Street, the project may replicate the same condition. Consider extending and stair-stepping down the proposed plaza terrace at the corner along Regent Street to provide activation and inter-reaction all the way down the street and eliminate the blank wall effect.
- The project provides a high level of parking for an urban development. Consider reducing parking levels; utilizing timeshare arrangements.

- Concern with height and adding costs to the building with bulk and height in relationship to maintaining affordability for most people.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no 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 6, 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	-	-	-	5	6	6
	-	-	-	-	-	-	-	7
	6	8	-	-	-	6	9	7

General Comments:

- I like the idea of mixed-use here. However, the urbanity of the site is seriously undermined by the wasteful over-provision of parking, as well as the dead frontage along Regent Street.
- Exciting. Too tall? Possibly. Architectural concept style well received.
- Challenging site, and challenging project, architecturally. Building is too tall.
- Excellent concept – devil (as usual) in the details.