

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 2, 2005
TITLE: Hilldale Shopping Center-University at Midvale – PUD(GDP-SIP), Restaurant and Water Feature in Urban Design District No. 6	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 2, 2005	ID NUMBER:

Members present were: Paul Wagner – Chair, Jack Williams, Robert March, Cathleen Feland, Ald. Noel Radomski, Lisa Geer, Lou Host-Jablonski, Michael Barrett and Todd Barnett

SUMMARY:

At its meeting of November 2, 2005, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(SIP) for a restaurant located at 702 North Midvale Boulevard in Urban Design District No. 6.

Appearing on behalf of the project were Andy Stein, Dennis Harder and Kelly R. Luksovsky, Architects all representing Joseph Freed and Associates.

In response to issues raised with the initial approval of the project the modified plans as presented:

- Extended outdoor seating area to match the curb of the sidewalk to Midvale Boulevard and University Avenue.
- Add french door system to outdoor seating area on north elevation.
- Provide an open railing system around the pond along with complimentary landscape treatment around the base of the building in addition to the incorporation of a bus stop area.

Following the presentation, the Commission expressed concerns on the following:

- Issue with the lack of screening of a transformer located along the eastern elevation of the building and its frontage with Midvale Boulevard. The applicant remarked that they would explore screening it along the street side.
- The Commission noted the lack of windows on the east elevation of the building to provide day lighting as previously requested. Noted: The Commission also noted that it did not approve of the false/spandrel windows.
- The Commission questioned the location of bike parking. Bike parking was not provided on the site but was distributed across other areas within the Hilldale Mall according to the applicant. The Commission noted to the applicant the need to provide bike parking according to ordinance requirements.
- Still baffled with presenting two rear ends of the building to street views.

ACTION:

On a motion by Host-Jablonski, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-2) with Barrett and Barnett voting no. The motion required:

- Provide code required bicycle parking.
- The lighting and photometric plan shall list lamp type, to be metal halide.
- Provide minimum of three windows on eastern façade (vision glass).

A subsequent motion was made by Host-Jablonski, seconded by Ald. Radomski, for reconsideration of the items passed on a vote of (7-1) with Geer voting no.

Reconsideration of the item to grant final approval as originally passed with the added provision that 30 square feet in total is to be provided with the three windows required on the east elevation. The motion passed on a vote of (6-2) with Barrett and Geer voting no.

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 4, 6, 6, 6, 6, 7, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Hilldale Shopping Center

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	7	6	-	7	6	6
	7	7	8	7	-	6	7	7
	-	6	-	-	-	-	-	6
	7	6	8	-	-	6	8	7
	6	7	-	6	-	6	6	6
	7	7	7	-	-	7	6	7
	5	4	-	5	-	6	3	4
	7	6	8	9	7	7	7	7
	6	6	6	6	-	6	5	6

General Comments:

- Decorative screen with gate on the walk side (east) for the electrical boxes. Very exciting open space feature on intersection. Attractive building façade and details within the site.
- Why can't there be windows on the street façade? Why is this such a radical notion?
- Need windows on Midvale.
- A few minor tweaks, will make the project a more valuable asset and an attraction to Hilldale and the neighborhood.
- No windows on the street side? Major mistake! This presents two hind ends to the world.
- Windows on the east façade.
- Get rid of fake windows on east façade.