

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 22, 2006
TITLE: Midvale Plaza Redevelopment, PUD(GDP-SIP), Mixed-Use Development. 11 th Ald. Dist. (02988)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 22, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of February 22, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) for a mixed-use development located at Midvale Plaza. Appearing on behalf of the project was Chris Armstrong. Registered in opposition were Bill Orosz and Don Severson. Registered neither in support nor opposition were Scott Olsen, Mike Hammers and Dan Sebald. The project involves the demolition of the existing Midvale Plaza retail shopping center containing the Sequoia Branch of the Madison Public Library in order to provide for a mixed-use redevelopment creating a new facility for the public library, neighborhood commercial services, along with 45 condominium units and a total of 95-100 apartment units. The array of structures on the site vary from 2-stories to 4-stories in height based on stepbacks, with setbacks from adjacent public right-of-way. The combined development will share a combination of underground and surface parking facilities. Prior to the presentation on this item, several area residents appeared to speak both in favor and in opposition due to conflicts with a neighborhood meeting schedule on this item later in the night. Concerns raised by area residents are as summarized:

- Concern with the amount of residential units along with the proposed buildings tight to the street providing for unsafe feeling. Support business part of the project, but not residential.
- Against the project, way out of scale with the neighborhood, will make existing properties look bad. Should consider renovation and remodeling in lieu of demolition. The new development won't fit in context with the low profile ranch dominated neighborhood; 4-stories will have negative impacts especially traffic.
- The neighborhood doesn't need more cars impacting existing single-family homes.
- Project not in scale with neighborhood and will add traffic to already busy Midvale Boulevard/Tokay Boulevard and Caromar Streets, in addition impacting already scarce on-street parking.
- The tallest building in the area is a church, all others 1-2 stories in height.
- Support library expansion.
- Look at scale and fit of development, the existing commercial development on this site's original intent is to provide services to local community; the addition of housing is a questionable need.

Representing the development team, Armstrong provided an overview of the redevelopment proposal, detailing the area's building elevation and site plan details, including landscaping. Following the presentation, the Commission expressed concerns on the following:

- The Commission supports density as an alternative to urban sprawl, density supports the types of businesses and restaurants that neighborhood speakers support and desire.
- Setbacks don't appear to achieve the appearance of a 2-story façade on a 4-story building; the setbacks are too meager.
- Need to provide context as to surrounding neighborhood, including perspective renderings, street profiles and cross-sections with adjacent single-family development.
- In order to resolve issues with the proximity of buildings to the street provide street profiles and detailed information on how building meets the street/city edge.
- Show how children access the library through the parking area including bikes; need to provide alternative access to library, for example cut through off of Midvale and/or Tokay Boulevards.
- Consider a galleria entry to access library off of Midvale Boulevard.
- Relate library to the bus stop location.
- Need to provide contextual information on the development plan's fit with surrounding neighborhood. The building placement is good and parking arrangement well designed.
- Relative to architecture, style of building combined with new urbanism plan uses a crutch; need style that responds to the existing environment which is less urban.
- Design of library should be more dynamic "pop-out" and needs special treatment as an institutional community facility.
- The library feels lost, needs more of a statement. The two buildings don't need to be as much alike, need their own identity/character.
- Need library to have access to Midvale or Tokay from the public sidewalk; consider interior commons or entry.
- The landscape plan is deceiving. Tree islands and planting areas undersized at less than 5-feet; trees need more area, revise plan to accommodate.

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 5, 5, 6, 7, 8 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Midvale Plaza Redevelopment

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

General Comments:

- Good start – better access to the library from Midvale Boulevard. Library needs to stand out from the rest of the building.
- Library needs greater architectural identify. Architecture needs to relate better to existing neighborhood character. Suggest that each building have separate but related architectural identity. Need context.
- Don't use neo-traditional architecture as a church; look at neighbors as design springboard. Parking lot looks multi-use – great! Library should read strong. Let it be a beacon for the neighborhood. Create link/passage to library from Tokay/Midvale.
- Fine potential, conceptually. This project needs: entrance to library from Midvale (through retail); architecture that showcases the library, not buries it; resolution of bicycle-car conflicts; building architecture that is stylistically more in keeping with neighborhood.
- Appropriate scale (whatever the neighbors say)!
- Great urban development. Absolutely need an entrance from either Midvale or Tokay.
- A ped access off Midvale/Tokay walks to the library is a must. Site plan is beautiful but larger parking lot islands are necessary to make it viable potential rain garden is a good idea.
- Overall, nice concept. Priority should be to create a major, “civic” entrance at the corner of Tokay and Midvale. This should be combined with a galleria/common passageway uniting the library experience with the retail experience (see the Starbucks/Borders combination that is so successful).