

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 20, 2007
TITLE: 4802 Sheboygan Avenue – Hill Farms Redevelopment, PUD-GDP. 11 th Ald. Dist. (06085)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 20, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Michael Barrett and Richard Slayton.

SUMMARY:

At its meeting of June 20, 2007, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD-GDP located at 4802 Sheboygan Avenue. Appearing on behalf of the project were Brian Munson, Mike Slavney, Robert Cramer, Wisconsin Department of Administration; Nancy Stroud, Rita Giovanninni, Barry Orton, Westside Community Market; Tyrone Bell, Yugandhar Kodali, Pat Soderholm, Hill Farms Community Gardens; and Ald. Tim Gruber. The project as presented featured the following modifications as detailed within an outline provided by the applicant within the packet as follows:

- A detailed review of street cross-sections/design emphasized that the narrowed down travel lane now 10-feet and bike lane could be utilized for fire access.
- The combination 8-foot terrace and 10-foot sidewalk and/or a 16-foot infiltration zone and 10-foot sidewalk with an 82-foot standard cross-section (previously 90). The 200-foot boulevard cross-section of C Street has been rebalanced to increase the boulevard/market/infiltration space in the middle while still providing ample sidewalk and terrace combinations.
- Response to concerns on pedestrian safety and travel speeds, the revised cross-sections include the potential for bump-out intersections and other traffic calming options such as raised/differentiated crosswalks.
- Pedestrian connections have been reemphasized with the addition of midblock connections through some of the sites, either to parking structures or buildings.
- The issue to provide for additional commercial within the overall development specifically identifies commercial street frontages on building sites A, B, E and F, provisions for allowing additional commercial uses, areas not delineated on those specific sites as well as sites C and D, the consideration of individual SIPs on individual sites determining the stage for the placement of commercial uses as market conditions at the time of submittal or building design may allow additional locations with the exception of the WisDOT building site (site C).
- Concerns relevant to parking addressed with an amendment to the GDP to allow each SIP to set the parking ratio as part of future submittals rather than predetermined parking ratios. The goal is to require each site to justify its parking in the framework or conditions in place at the time of SIP submittal; with the goal of matching the parking stalls counts to conditions thereby eliminating unnecessary parking stalls in the event that additional transit options are available or other factors are present to reduce

parking demand. This approach does not preclude the ability to incorporate transit services needs in the form of structured parking and ride facilities or shared parking arrangements.

Following the presentation, various representatives of the Hill Farms Community Garden spoke in favor of the project relating to its consistency with the comprehensive plan and proposed relocation of gardens in portions of Rennebohm Park if fully funded and implemented in both the short and long-term. Barry Orton, representing the Westside Community Market raised issues with the future use of the C Street right-of-way relevant to the need to provide for on-street accessible parking for the elderly, the need to provide a seamless transition between the current operation of the market and its future use of C Street, as well as the functional use of the center area of C Street's boulevard not conducive for market use. Ruth Jovenol, business manager of the Independent Living raised an issue if the rezoning eliminates the current use of the garden area, relocation is not predetermined with approval, therefore does not support less continued use of garden area if alternatives fail. Ald. Gruber appeared and presented issues for further discussion by the Commission relevant to:

- The extent of ground floor retail, the height of 20-stories still an issue with neighbors, the need to measure height consistently from the first floor of any building.
- Concerns with garden issues not being resolved with neighbors, as well as a setback issue along Sheboygan Avenue adjacent to existing residential development.
- The streetscape needs a variety and shade trees.
- Consideration for separation of bikes from street which adds a bike path versus a lane.
- Advocacy for shared parking approach.

Ald. Gruber further elaborated that he was comfortable with the language in the GDP relevant to the community gardens, as well as the height and density as proposed, emphasizing all neighbors were not in support.

Discussion by the Members emphasized the following:

- Like and appreciate work on scaling down streets, lane width and staging of parking, including water management features, in addition to provisions about more dense pedestrian ways, but the General Development Plan should elaborate more on the concept.
- Concern with bigger buildings with more greenspace versus the loss of continuity of the streetscape façade.
- Provide a variety of street trees, in addition to language that tree roots be given ample room to grow.
- Provide provisions for time shared parking.
- Still concerned with sweeping wide/fast turning radii. Realize that the fire appreciates but still need to be tooled down.
- Work with the City Forester as well as the City Engineer to provide as large as possible tree grades as well as tree placement.
- The issue with the number of stories of height should be tied to the number of feet per story.
- Issue with the alignment of C Street as it relates to the loop turn around drive on the south side of Sheboygan Avenue on the adjacent apartment property. Termination of C Street as proposed is awkward; it will compromise its success as it relates to the residential property to the south.
- The overall height of buildings should be measured from its entrance level.
- Concern with the erosion of the concept for the C Street right-of-way whose width of the outlot at its center is 96-feet curb to curb, 52-feet of right-of-way on each side to be maintained.
- The drawings within the GDP should be revised to show the following:
 - A dashed line to indicate future inter-block pedestrian connections as detailed within the GDP text.

- The red lines within the block faces that indicate retail shall show the percentage of the block faces that they represent and require for retail use.
- The right-of-way that is shown; show detail with the outlot (96-feet wide) of the center and width of right-of-way at 52-feet.
- The retail uses as delineated are also inclusive of commercial uses as defined within the text.
- Respect the percentages of retail commercial on sites A, B, E and F reserved for each site with a tie to street access for that retail.
- Modify turning radii to match that of interior parking or provide raised crosswalks.
- Concern with gap in physical location of retail; a continuity issue provide language and text to cover.
- Percentage of potential commercial on each site to be contiguous retail.
- Provide for more retail on other sites; C and D including providing more retail on “D Street.”
- Building height should be provided in stories and feet.
- Look at the design of C Street that relates in context and integrates with lands to the south.
- Provide more diversity per block face.

ACTION:

On a motion by Host-Jablonski, seconded by Barrett, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required address of the above stated concerns with final consideration of the project.

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, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4802 Sheboygan Avenue

	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	7
	-	-	-	-	-	-	7	7
	-	-	-	-	-	6	7	6
	6	-	-	-	-	6	7	7
	5	-	5	-	-	5	5	-
	8	-	-	9	-	8	7	8

General Comments:

- Excellent design development/evolution.
- Good, thoughtful planning, with welcome improvements to fire access clarity, and reduced drive lane widths. Iron clad inclusion of community gardens, including by City.
- Good progress. “C” Street is a monumental space, the greenspace feels like a separation; consider accessible parking stalls for farmer’s market use. Like discussion about retail, promoting continuity and mix of uses. Consider addressing retail to DOT building.
- GDP needs to promote retail on street B across from DOT building.
- Much improved. Excellent stormwater management. Thanks for working on narrowing travel lanes. Still an issue of wide/fast curb radii. Also concerned about contiguous storefronts and appropriate sidewalk scale.
- Appreciate applicant and city staff/agencies working proactively re: street widths. Look at integration of C street with existing context (roundabout) to south.