

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** August 3, 2011

TITLE:            677 South Segoe Road - PUD(GDP-SIP) for a Three-Story Residential Building with 60 Apartments. 20<sup>th</sup> Ald. Dist. (19952)

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**                      **POF:**

DATED: August 3, 2011                      **ID NUMBER:**

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Members present were: Richard Wagner, Henry Lufler, Melissa Huggins, Marsha Rummel, Richard Slayton\*, Dawn O’Kroley and Mark Smith.

\*Slayton recused himself from this item.

### **SUMMARY:**

At its meeting of August 3, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP) located at 677 South Segoe Road. Appearing on behalf of the project was John Bieno, representing TJK Design Build. Registered and speaking in opposition was Mike Scott. Bieno presented the Commission with changes to previous plans including underground parking in the second building, a required loading bay, a sectioned off area by having the walkway go to the entry. They have alleviated some traffic pressure by pulling the second entry into the second part of the building. They also agreed to do a traffic study, which is not required. Some flipping of the building has been done to accommodate moving the loading bay to the end which created a nice big greenspace. Stepped planters will be used at entry points.

Mike Scott spoke to the Commission in opposition of the project. He referenced a letter he submitted to the Commission that was in the Commission packet. He cited concerns with density, traffic circulation, mass and neighborhood compatibility. Wagner mentioned that the Commission had received the Minutes for the Midvale Heights Community Association and had that information. He also noted that the Urban Design Commission is charged with design issues; these issues are more for the Plan Commission. Bieno stated they have had neighborhood meetings with little to no issues mentioned. Huggins stated it has come a long way and looks great.

### **ACTION:**

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (4-0-1) with Smith abstaining and Slayton recused.

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 7, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 677 South Segoe Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	6	7	-	-	6	7	7
	7	7	7	7	-	6	7	7
	-	-	-	-	-	-	-	7

General Comments:

- Significantly improved project.
- Very nice project.
- Study creating a double height entry with common space on third floor. Three-story volume proportion on the interior is quite tall. Activate main façade with public activity.
- Architecture, scale, site plan all vastly improved. Attractive façade at Segoe and Odana. Issues of density concern neighborhood but not UDC jurisdiction.