

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 12, 2006
TITLE: 702 North Midvale Boulevard – Hilldale Redevelopment – PUD(SIP), Humana Site, Mixed-Use. 11 th Ald. Dist. (04090)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 12, 2006	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Todd Barnett, Lisa Geer, Cathleen Feland, Robert March and Michael Barrett.

SUMMARY:

At its meeting of July 12, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(SIP) as part of the Hilldale redevelopment located at 702 North Midvale Boulevard. Appearing on behalf of the project were Domenic Lanni, Robert Fink, Mike Sturm and Scott McLamore. The plans as presented provide for a consideration of modified development plans for the former “Humana” site providing for the following:

- A 65,000 square foot Whole Foods Market.
- 59,000 square feet of additional commercial space considered on two levels and approximately 350 condominium units situated in three mid-rise buildings all overriding a structured parking facility.
- A proposed 7-8 story hotel adjunct on upper levels to the existing mall and additional 250 condominium units and two mid-rise buildings, including 20,000 square feet of commercial space on properties abutting Segoe Road, combined with a greenspace network.

Following the presentation, the Commission noted the following:

- Examine linking of greenspaces within the larger framework of the Hilldale redevelopment plan area.
- Concern with the long exposed edge of parking garage along Frye Street; acts to deaden the street, requires more activity and use aside from landscaping and architectural solutions along the façade of the ramp.
- Like urban dense use of space, as well as communications with the neighbors.
- Like greenspace but feel that it might not work in front of a ramp. Provide consideration for townhouses or other alternative uses.
- Greenspace needs to be well-framed with uses that activate the space.
- Make sure green roofs maintained on the 90-unit condominium development as previously proposed and the enlarged Whole Foods component.
- Examine providing more fluid shapes to the parking configuration along Frye Street that reflects that of the road.

- Examine making the entire redevelopment area a nicer experience for pedestrians; facilitate walking from old to new.
- Still need to provide for trees for condominium development, as well as the roof and façade of the parking structure.

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 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard

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

General Comments:

- This is a hard project, for sure. Three keys: good pedestrian activity along Frey; top level parking deck landscaped/to be an “urban” space; connection to Sentry mall building slide condo building to west (“bridge building”).
- Encouraging concepts. This density could work, with the mall as an anchor amenity. They must “skin” that big parking ramp with real uses, whether residential or commercial.
- Show the overall open space connection to the neighborhood. Develop the area along University Avenue for more activity. Soften screen the structured parking with tall trees from both the existing and proposed condos.
- Good start.