

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 7, 2008
TITLE: 702 North Midvale Boulevard - Amended PUD(GDP-SIP), Hotel/Office/Retail Buildings in UDD No. 6. 11th Ald. Dist. (04800)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 7, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Todd Barnett, Marsha Rummel, Bruce Woods, John Harrington, Richard Wagner, Jay Ferm and Bonnie Cosgrove.

SUMMARY:

At its meeting of May 7, 2008, the Urban Design Commission **GRANTED INITIAL APPROVAL** of an Amended PUD(GDP-SIP) located at 702 North Midvale Boulevard. Appearing on behalf of the project were Adam Fink, Paul Raisleger, Ray White, and Scott McLamore, all representing Joseph Freed & Associates; and Mike Sturm, representing Ken Saiki Design. The modified plans as presented provided for the following:

- Review of details that create a “false terminus” utilizing enhancements to plaza/terrace areas, landscaping, seating amenities, as well as the extension of a stair tower element to reduce views of the parking structure.
- Modified details of the hotel elevation provide for utilization of a metal scrim tower element at the corner of the hotel adjacent to the drop off area including revised canopy element enhancements in a redo of the corner treatment of the hotel.
- Details of the landscaping and plaza treatment for the upper terrace were provided.
- A slant wall theme has been added to the upper elevation parapet treatment of the retail/commercial components.
- A redo of the upper plaza to relate to the stair on University Avenue and the “Whole Foods” plaza area treatment.
- Previous comments relevant to the retail appearing “tacked on” provide that the building elevations have been modified to tie into the design of the “Whole Foods” architectural theme in addition to the incorporation of sloping parapets.

Following the presentation the Commission noted the following:

- The upper cornice treatment of the hotel at University Avenue; to be beefy not as elegant as remainder of the roofline.
- No direct access from hotel to main upper plaza provided.
- Issue with views of roof/backside of raised slanted parapet for the retail building when viewed from upper stories of the hotel.
- Consider doing a design in the roof surface of the retail component abutting the hotel.

- Use something different as a terminus planting on the upper level other than crab trees; need a stronger element in this area, trees with larger canopies.
- Like the whimsical treatment of the hotel's metal scrim signage element. Provide details on the lighting of the metal scrim.
- Consider the incorporation of clearstory elements below the slant parapet and wrap materials around from the sides to the backside.
- Interior cornice treatment, hotel façade; lacks when compared to other elevations.
- The projecting canopy of the southerly retail/commercial building doesn't cover the outdoor seating area as well as that design for the northerly building; canopy should bump out and extend further out.
- Not much provided on the appearance of the southerly retail/commercial building; missing many views to and from including view of parking garage. Need to see what the building looks like from Frey Street.
- Redesign the upper deck pergola/plaza area to provide for more interaction and access from the adjoining hotel and be more exciting.
- Like improvements. Need to see more of the southerly retail building.
- Move the crosswalk at the face of the parking structure further down away from the entrance of the parking structure and make crossings more pronounced.

ACTION:

On a motion by Rummel, seconded by Ferm, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion provided for the address of the above stated concerns and the following:

- Extend the canopy to better cover the portions of the plaza area for the southerly building.
- Provide more detail on the design as well as views to and from the southerly retail building.
- Provide more detail on all plaza areas especially the second plaza area located between the face of the hotel and newly extended elevator stair.
- Eliminate the use of EIFS on portions of the upper elevations, consider alternatives to the use of EIFS on both the hotel and retail components.
- Add a clearstory treatment below the parapet of the retail component.
- Investigate providing more doors along the main drive for the southerly retail/commercial building.
- Provide more details on all plaza/terrace areas as well as proposed building elevations.

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, 6, 7, 7, 7, 7 and 7.5.

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	-	-	-	-	-	-	-	6
	6	7	6	7	-	6	7	7
	6	6	6	-	6	6	6	6
	-	-	-	-	-	-	-	7
	7	7	-	7	-	-	-	-
	7	7	7	-	-	6	8	7
	7	7	7	-	7	7	8	7
	-	-	-	-	-	-	-	7.5

General Comments:

- The changes are excellent. However, we need to see more detail on the retail and more could be done to create a “false terminus” at street level to help pedestrians navigate complex areas.
- Generally, high quality design and site planning. Certain elements, especially the south retail building need more attention before this is approvable.
- Good hotel-drop-off improvements. Architecture is looking elegant and tasty except for over done University/Hilldale Way intersection.
- Nice improvements! Views from hotel rooms to retail roof below are weak. Circular turnaround needs a stronger landscape definition, tends to bleed the space into surroundings.
- Parapet to be past ceiling level at retail component. Smooth finish for EIFS. North elevation parapet at hotel looks disjointed. Cornice on hotel’s west elevation is a little “clunky.”
- Excellent improvements! Address all sides retail building, extend retail canopy, retail roof design, 2nd floor courtyard details. Like hotel corner and outdoor entry space.