

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 23, 2008

TITLE: 1277 Deming Way - RPSM Parking
Variance. 9th Ald. Dist. (09694)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 23, 2008

ID NUMBER:

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

SUMMARY:

At its meeting of July 23, 2008, the Urban Design Commission **REFERRED** an RPSM parking variance located at 1277 Deming Way. Appearing on behalf of the project Doug Hursh and Dan Edge, both representing Dean Health Plan. Hursh provided details on modifications to the proposed parking lot addition located between the Dean Health Headquarters building and the property's Deming Way frontage as contained within the application packet as follows:

- The request for initial approval is based on consideration of a concept plan for the development of a 40-surface parking stalls (previously proposed at 48 stalls) including the placement of a future building footprint at the Deming Way right-of-way.
- The complete improvement of both Phases I and II surface parking associated with the development of the Customer Call Center.
- An emphasis that the proposed parking addition is intended to facilitate more immediate access for barrier free clients and employees and as well as increasing stalls dedicated to visitors to the Dean Health Headquarters building.
- The parking will provide convenience for senior customers that also need access to barrier-free parking as close as possible to the front door.
- The need for an enhancement to the level of visitor parking currently provided (14 stalls) to allow for an anticipated maximum level of 30 visitors a day for various Dean programs.
- Discussion of the alternative to locate parking to the rear, adjacent to a future parking structure as noted within the Master Plan; noted conflicts with future structured parking in this area as well as grade issues which would necessitate an 8 to 10 foot retaining wall, as well as impede future structured parking development and provide for additional costs.
- Review of the TDM measures noted the use of flex hours to employees to allow the use of public transportation, the encouragement of carpooling and bicycle use, free cab rides for senior clients, and the location of a Madison Metro bus stop at the driveway entrance.
- A review of the full level of parking to be developed onsite noted parking with the addition will provide for a total of 488 stalls, 46 stalls below the maximum allowed under provisions of the Zoning Code.

Following the presentation the Commission noted the following:

- As alternatives to the parking addition as proposed; recommend parking along main drive aisle entry and additional parking along the easterly and southeasterly sides of the administration building adjacent to the greenway as well as a reiteration to previous requests by the Commission to consider and provide alternatives.
- Integration with adjacent parking to the south could be provided with canopy tree islands along the south side of the two-way drive aisle. It was noted by Hursh that trees exist in this area but plans that detail existing landscaping and other site conditions were not available for review with this presentation.
- Need to add a break in the southerly row of parking stalls to allow access to sidewalk along the face of surface parking stalls in this area.
- Concern with screening of parking lot until future building is constructed along Deming Way. Existing tree vegetation was noted by Hursh but no plans were available to detail the relationship between the proposed parking lot addition and existing parking lot landscape and details on the zoning lot.
- Need to provide screening on Deming Way of the parking lot addition as well as consider the use of pervious pavers as a measures for support.
- Need to provide details on the consideration of the alternatives to the proposed surface parking lot addition as previously requested by the Commission.

ACTION:

On a motion by Wagner, seconded by Rummel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (8-0). The motion for referral required address of the above stated concerns and the following:

- Need to see more trees and landscaping in adjacent areas on the lot that exists adjacent to the parking lot addition; need more complete information on existing and proposed conditions on the site.
- Provide address of onsite stormwater runoff issues to include rain gardens, bioretention areas and the use of pervious pavers.
- Develop a detailed landscape plan for the parking lot addition.
- Look at alternative locations for providing onsite parking that don't require variances and show what might work and what areas won't work with detailed plans.

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 3, 4, 4, 4, 4 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1277 Deming Way

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

General Comments:

- Alternatives have not been investigated.
- Parking needs stronger integration yet, but is better than prior submittals. Consider stormwater solutions.
- Not enough info here, nor some further options shown that haven't been shown yet.
- Thank you for implementing previous adopted parking and pending TDM info. Need context that is more current in order to make informed vote.