

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 1, 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: November 1, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Michael Barrett, Todd Barnett, Robert March, Cathleen Feland, Bruce Woods and Ald. Noel Radomski.

SUMMARY:

At its meeting of November 1, 2006, the Urban Design Commission **GRANTED INITIAL APPROVAL** for a PUD(SIP) for the redevelopment of the Humana site at Hilldale Mall located at 702 North Midvale Boulevard. Woods abstained from consideration of this item. Appearing on behalf of the project were Domenic Lanni, Matt Yentz, Mike Sturm, Joseph Lee and Steve Holzhaner. Registering in opposition to the project were Grace Frudden, Laura Moberly and Rosemary Lee. Registered as neither in support nor opposition were Ald. Tim Gruber and Steve Siehr. The presentation by Lanni included a prior history of previous reviews of the project, highlights of this version including a summary of the traffic impact analysis (including contingencies for the future WisDOT Hill Farms site). A review of the updated plans emphasized stair tower access to the upper plaza above parking levels for pedestrian access from University Avenue, as well as the distribution of bike parking. Details on the plans for the “Whole Foods” portion of the site included the development of a partial green roof with screening for rooftop mechanicals, as well as the total enclosure of the receiving dock off of Frey Street. A comprehensive review of the other building components of the project was provided by Joe Lee, including details on the palette of building materials and colors. Public testimony by Frudden, Moberly and Lee raised concerns with the following:

- Density in an already dense area.
- Noise and exhaust from the ramp structure.
- An increase in night light.
- Excessive density for the area, as well as traffic impacts, along with the need to consider alternative modes of transit, as well as conflicts with pedestrian circulation.
- Issues with the ability to cross University Avenue and the timing of its signal lights.
- The demolition of the existing Humana building and parking structure in lieu of adaptive reuse.

Ald. Gruber spoke to the following:

- Density as now proposed is more appropriate along University Avenue.
- The increased amount of green space is appropriate.
- Encourage the use of raised crosswalks on Frey Street.

- The loading dock on Frey Street does not do anything for the pedestrian experience.
- The project will involve the necessary coordination of Traffic Engineering and Planning on issues.
- Need more “eyes on the street” features along University Avenue.
- Need to provide “eyes” on the parking ramp elevations off of Frey Street.
- Consideration by the City for a pedestrian bridge in conjunction with future development in Shorewood Village should be coordinated like the design.

Following the presentation, the Commission noted the following:

- Agree with the issues relevant to traffic on University Avenue but not much can be done in association with the project.
- The site plan has defects, but improved.
- A small hotel not a major traffic generator.
- The issue of signage shall be return for more specific consideration.
- Consider modifying proposed rooftop screens on the ramp structure to be solar collectors.
- Issue with overall site plan and massing with Whole Foods cut off from the remainder of the development; creates an odd void between. The absence of a second story with residential is a fatal flaw with the project in regards to the Whole Foods structure.
- In regards to the setback of windows, set back to create shadow lines.
- Issue with landscaping and wall treatment on the north elevation of the ramp, as well as residential Building “M,” (144-unit); need more detail in elevation.
- Need more at the top level of the commercial corridor at the intersection of University Avenue with Mall Drive.
- Like multi-level parking for Whole Foods, appreciate corner treatment around block as well as the distribution of bicycle parking.
- Make sure that all lighting provides for no glare with all fixtures angled down; need to provide details.
- Consider traffic calming as well as the bulbing out at intersection corners and mid-block crossings.
- Relevant to Building “M” concern with the wall separating first floor office space from the streetscape; create more stair connections broader in width.
- Like the bold colors on buildings P and Q; will enliven the street.
- The project brings a better quality of urban environment in lieu of sprawl and makes transit work as well.
- Add more landscaping around the turn-around on the upper deck/plaza, in addition to more details on the pergolas.
- Further examine the issue of providing daylighting in window openings on the north elevation.
- Relevant to Whole Foods, a missed opportunity for building height.
- Pressure MG&E to eliminate power lines along the Whole Foods portion of the University Avenue frontage in order to provide for more landscaping trees.
- The pedestrian crossing on University Avenue appears to be a persistent issue and requires resolve.
- Congratulation project (Whole Foods) on the use of cart escalators.
- Relevant to mechanical penthouses; consider alternative use for real glass such as the common areas for residents.
- Consider alternatives to get bikes to reach top plaza with the use of elevator towers.
- The Whole Foods glazing on all elevations needs to be reexamined in juxtaposition with the interior floor plan to facilitate the use of vision glazing on windows.
- If any significant changes to traffic improvements are considered or required, the Commission requests additional updates.

ACTION:

On a motion by Barrett, seconded by March, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0-1) with Woods abstaining. The motion required address of the above stated concerns and the following:

- Maximize traffic calming measures to include bulb-outs, as well as raised crosswalks.
- Fix off-ramp appearance of Mall Drive; modify to be a “T-shaped” intersection at University Avenue.
- Open wall area on south side of Building “M.”
- All lighting must be dark sky compliant.
- Provide further consideration for additional bike access to the rooftop plaza with additional elevator connections.
- Consider vision glazing on Whole Foods, especially its north side.
- Provide more elevational detailing on Buildings “P and Q”.
- Show the north façade of the parking garage, including proposed landscaping along the street.
- Provide additional information detailing the proposed hotel in the PUD-GDP component 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, 7, 7 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	6	7	7	6	-	6	7	7
	5	8	8	8	-	5	9	7
	5	9	6	7	-	6	7	7
	7	7	7	-	-	-	7	7
	6.5	7	7	6.5	-	6	7	7
	6	6	6	5	-	6	6	6

General Comments:

- Basic design is well refined. Nice work.
- Nice use of materials, colors, and textures. Architecture is well developed. The critical flaw in this project continues to be the single story Whole Foods building at Segoe and University. This low building will not hold corner between two high rise residential towers and is a missed opportunity for a cohesive plan.
- Much improved; a long haul. Hope that south facing buildings against parking garage are key to project success. North garage face is key to “plaza” (as well as landscape). North façade of Whole Foods looks to contrived, should be much bolder.
- Project has improved markedly. Several (though not all) prominent corners are well adorned with welcoming architecture (i.e. primarily entrances). The Mall Drive entry off of University Avenue is a pedestrian disaster – accommodates too much speeding. Traffic calming should be maximized. The walled area immediately south of the “M” building should be opened up.