

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 1, 2006
TITLE: 505-550 Midvale Boulevard, Midvale Plaza Redevelopment, PUD(GDP-SIP), Mixed-Use Development. 11 th Ald. Dist.	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 FINAL APPROVAL** of a PUD(GDP-SIP) for Midvale Plaza located at 505-550 Midvale Boulevard. Appearing on behalf of the project was Joe Krupp. Dan Sebold, Don Severson, Bonnie McMullin-Lawton and Brandon Casto spoke neither in support nor opposition. In response to the Commission's previous concerns, Krupp noted as referenced in a memo within the Commission's packet the following:

- Curb cuts will be provided so as to allow rainwater to enter parking planting islands.
- All parking stalls have been reduced to 16-feet with a 2-foot overhang, allowing the landscape islands and sidewalk areas adjacent to the parking to be increased in size.
- The landscape and hardscape treatment at the corner of Midvale and Tokay Boulevards have been modified to allow for more interaction.
- The planting plan has been modified to add more visual variety throughout the entire site.
- The number of native trees included has been increased significantly.
- The parking lot islands have been redesigned to include a wider variety of plant materials in order to avoid a "typical parking lot appearance."
- The use of structured soils has been added to areas as previously requested by the Commission to enhance available moisture to landscape plantings within the parking lot, as well as their survivability.
- A speed bump has been added at the Caromar entrance to the parking lot.
- A more detailed list of bio-infiltration plant materials has been provided.
- Additional "small sized" parking stalls have been provided.
- The outdoor balconies/porches above the library have been expanded to the street edge.
- Partial elevation of the building at the corner of Midvale and Tokay Boulevards has been added to describe in more detail the materials used.
- The corner element has also been modified to establish it as a more distinct element and provide better continuity within the library.
- A correction to the brick color at the north end of the east elevation has been modified.

- The two columns adjacent to the Tokay Boulevard entrance to the library has been removed in order to provide better transparency into the library's interior.
- The west wall of the Tokay stairwell will include a brick pattern similar to that shown on the library's east elevation in lieu of adding additional windows.

Krupp noted that in addition to the above, a tabletop has been provided at the entrance to the surface parking area at Midvale Boulevard, as well as emphasizing the corner treatment for the library featuring pavers, in combination with benches in front of a window wall to open completely to the corner.

Comments by area residents through public testimony noted the following:

- Still concerned with landscaping relative to the requirement for a local landscape architect and use of native plantings and grasses, especially the rain garden area needing more forbs.
- Adjust the provision of a tabletop toward the middle of the drive aisle between phases 1 and 2 rather than a speed bump and a tabletop.
- Still concerned with the amount of parking being less than is currently provided with a much more dense project.
- Dan Sebold spoke and raised concerns with library corner treatment, noting an email memo distributed to the Commission. Sebold suggested the development of a 45 degree wall at the corner with through access provided to improve the appearance of the corner and provide additional pedestrian access. Sebold also suggested an increase in the size of the exterior façade of the library on the corner in order to increase the interior space, as well as consideration for a 2-story element.

It was noted to the Commission issues raised by Geer, who was unable to attend this meeting, contained in an email relevant to the landscaping plan as follows:

- The structural soils added adjacent to tree islands within the surface parking lot appears adequate, although a continuous area would be better.
- Eliminate tall arborvitaes within the sidewalk planter areas on the west side along Midvale Boulevard. Not a good application in the sidewalk area for such large plantings, especially the grouping in front of a window area.
- Need more variety in the ground and shrub layer, along with consideration of some plant combinations which are a bit unusual; need more native plants.
- The proposed use of boxwood, vinca and pachysandra are a concern due to their lack of salt tolerance; thus require replacement.
- Need to provide more of a diverse mix of plantings within the bioswale area with consideration of 15-20 more species above the five that are proposed by providing more species with a wider range of tolerances, accommodations for varied moisture conditions can be provided.
- It was also noted that the overall landscape planting scheme should be adjusted to provide for more flowering plants.

The Commission noted that although the modification to the project to respond to its previous comments were OK, the project fronts on the corner treatment adjacent to the library.

ACTION:

On a motion by March, seconded by Host-Jablonski, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Barrett voting no. The motion required address of the landscaping issues as noted in the report to be reviewed and approved by staff.

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, 6, 7, 7, 7 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 505-550 Midvale Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	5	6	-	5	6	6
	6	9	8	9	-	8	10	9
	6	7	6	-	-	7	7.5	7
	5	6	-	-	-	6	6	6
	7	8	6	7	-	7	7	7
	6	7	4	-	-	5	7	6
	8	8	8	8	-	5	8	7

General Comments:

- Much improved from original concepts, thanks for the improvements.
- A handsome project that will function well as a neighborhood center.
- Fine project, all except for the very unsatisfying Tokay-Midvale building corner, a retail urban design flaw.
- Need to see further development of project.
- More native vegetation should be used. Vinca and pachysandra is fine in the south, but probably won't work in Wisconsin. More species in bioswales.
- Terrific design. Bravo, bravo, bravo! Hold on Tokay/Midvale landscape pending final presentation.
- Great project with one fatal flaw: the corner. This should be a major civic entrance. It is more of a fishbowl.