

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> July 11, 2007
TITLE: 4802 Sheboygan Avenue - Hill Farms Redevelopment, PUD-GDP. 11th Ald. Dist. (06085)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: July 11, 2007	<b>ID NUMBER:</b>

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Members present were: Paul Wagner, Lou Host-Jablonski, Richard Slayton, Todd Barnett, Michael Barrett, Joan Bachleitner, and Marsha Rummel.

### **SUMMARY:**

At its meeting of July 11, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-GDP located at 4802 Sheboygan Avenue. Appearing on behalf of the project were Nancy Lee Stroud, Linda Baxter Page, Patricia Soderholm and Brian Munson. A review of the revised plans and textual materials relevant to the Hill Farms redevelopment emphasized the following:

- Mid-block/interior pedestrian circulation routes and connections were presented with further detailing to be provided at the SIP level of development.
- Clarification of overall building height provides that building height will be measured at an average height per story floor to floor with height measured from primary street grade access based on use. Office at 15-feet, retail at 20, and residential at 12.
- Retail frontages for building sites A, B, E, and F clarify providing a minimum percentage of total street frontage or contiguous first floor retail uses with none provided for sites C and D.
- Coordination with the City Forestry Department to identify opportunities for diverse tree species will be provided with end phase of development.
- Corrections to cross sectional details of "C Street" noted.
- The issue with the relation of "C street" to the lands to the south has not been addressed due to the uncertainty of future potential changes to existing development to the south.

Following the presentation, the Commission noted the following:

- Not sure if comfortable with building height clarifications based on use type. It opens the door for building height that is not appropriate.
- Noted that the street alignment of "C" except as drawn, but uncomfortable with it's lack of relationship to lands of the south but will accept as a leap of faith.
- Curb radii still need tightening. Provide raised crosswalks within the internal street system.

Linda Paige, representing the Sheboygan Community Gardens spoke in favor; contingent on language relevant to the garden's relocation and contingencies to operate the gardens on the property until relocated.

**ACTION:**

On a motion by Barrett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Rummel voting no. The motion provided additional language be provided within the text material and site plan that requires mandatory raised crosswalks at all intersections, raised significantly to provide for traffic calming.

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, 6, 6, 6, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4802 Sheboygan Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	-	-	-	-	6	6	6
	5	-	-	6	-	5	5	5
	-	-	-	-	-	5	-	6
	8	-	-	9	-	7	7	8
	-	-	-	-	-	-	-	6
	7	-	-	-	-	7	-	7
	-	-	-	-	-	-	-	6

General Comments:

- The street designs are still made for speeding traffic-wide curb radii are very dangerous to pedestrians.
- Connectivity of street to Sheboygan unresolved. Overall project is good and exciting.
- Concern remains about “C” street’s terminus, but willingness to take a leap of faith.
- Good textual clarifications.