

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 2, 2010	
TITLE: 700 Block Segoe Road – PUD(SIP) for Two 4-Story Apartment Buildings. 11 th Ald. Dist. (18649)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: June 2, 2010	ID NUMBER:	

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Bruce Woods, Richard Slayton, Ron Luskin and Jay Ferm.

SUMMARY:

At its meeting of June 2, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(SIP) located in the 700 Block of Segoe Road. Appearing on behalf of the project were J. Randy Bruce and Richard Arnesen, representing Stone House Development. Arnesen presented plans for the remnant piece of land next to the upcoming Hilldale Target store. The project calls for 96-units and is a Section 42 housing development. The building is anchored by Frey Street, Segoe Road and University Avenue. There will be 2 levels of underground parking. Features include an interior courtyard on the non-street side of the building, paving has been pushed to get a landscape buffer along the property line (adjacent “Target”), the main driveway access will be off of the Frey Street with trash and loading provided off of a shared drive with Target off of University Avenue. At the high side there is quite a bit of transition. The building steps down as a transition along Segoe Road but maintains four stories above the parking. Arnesen stated they would like to share color palettes with Target for a nice transition but something that looks residential. Many of the units will have direct access at grade, in addition to access to the first floor townhomes/apartments, creating a terrace level at the top. Tiered retaining walls will allow landscaping at the lower, middle and upper levels of the project. The courtyard will be fairly substantial with grade transitions. In terms of the overall plan, on the fourth floor there will be a community room with access to a rooftop terrace with serious views towards Blackhawk and down University Avenue. Stormwater plans include Target accepting their water. There will be a bioinfiltration area on the low end of the site at grade that would discharge out to the storm sewer on University Avenue. Further stormwater areas are being worked on. There will be some front areas along Segoe allowing for people to do some landscaping to soften that entrance. Solar panels will be used to heat the hot water heaters. Comments from the Commission were as follows:

- Like the stepping but the landscaping needs to be looked at. It will create a psychological buffer from Segoe Road.
- Very good start but would helpful to see a site section through this project to the back of the Target building, and the elevation shot along University Avenue.
- As far as materials, some precast stone similar to what Target will use would serve you well. The brick shown is fantastic.
- Encouraged to already see the slight change in vertical element. As usual, off to a good start.

- Please bring a Segoe elevation with Weston Place and see where horizontals fall.
 - Bruce presented drawings featuring 3-dimensional modeling to give a better idea of the project's relationship to its neighbors.
- Great to consider the context. Keep in mind the Hill Farms development and how that might change the traffic on Segoe Road.
- Nice start.
- Look at some type of visual screen to soften views for the units that look down on the truck loading and parking at "Target."
- Love to see what you would do if you weren't trying to blend with Target.
- You're held back by trying to blend; Target isn't necessarily a flagship, architecturally.
- Good to not break up area with drive.
- Great start. Second the comment of not blending with Target.
- Glad to see that you've got a roof view for this site.
- Very important corner, highly visible, encourage you to see how you can make that a real future of the building.
- Look at making a green roof so the views are more aesthetically pleasing.
- Looks terrific. Suggest studying another location for the main entry.
- The focus of the curve, look at it as an inner courtyard.
- Like the direction of the architecture.
- A nice balance of a couple of features without making it complicated.
- Consider using columns to introduce double-loaded parking which would increase your greenspace by 50%. Talk to your neighbor about that.
- Consider vertical trees to block the Target view better.
- Perhaps a large majestic tree where you take away a couple of parking stalls and starts to create more of a park like setting for the courtyard.
- The sense of grade change concerns me.
- Glare off of white rooftop could be problematic to some units.
- Consider shifting the focus of the courtyard arced form and adjacent surface parking arc to possibly direct people's views away from the adjoining "Target" garage.
- Need a corner feature utilizing landscape and other elements at the corner of Segoe Road and University Avenue.
- Incorporate stone, fiber siding and shingles on building as with Target.
- Provide site sections of building incorporating Target as well as Weston Place and incorporate details of both buildings in context with proposed building elevations.
- Look at providing a main entry at corner of Segoe Road and Frey Street.
- Look at providing another entry to lower level parking off of the University Avenue driveway.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

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 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 Block Segoe Road

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

General Comments:

- Wonderful start.