

City of Madison, Wisconsin

| | |
|---|---|
| REPORT OF: URBAN DESIGN COMMISSION | PRESENTED: February 27, 2008 |
| TITLE: 702 North Midvale Boulevard – PUD(SIP) Amendment #4, Office/Retail Building. 11 th Ald. Dist. (04800) | REFERRED: REREFERRED: REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary | ADOPTED: POF: |
| DATED: February 27, 2008 | ID NUMBER: |

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

SUMMARY:

At its meeting of February 27, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(SIP) located at 702 North Midvale Boulevard. Appearing on behalf of the project Scott McLamore, Adam Fink, Paul Raisleger, all representing Joseph Freed, and Mike Sturm, Ken Saiki Design. In response to issues raised within initial approval of the project relevant to the elimination of below grade parking, Sturm noted that the change in use to office from mixed-use condominium commercial retail development allow for the reduction in elimination of portions of the lower level structure. The revised plans detailed the following:

- A proposed step/stair condition consisting of three flights of stairs with large landings and planting beds to announce activity on the upper plaza including the provision of terraced planting walls along University Avenue.
- 45 bike parking stalls are provided atop within the upper plaza area.
- The landscape plan around the building especially the terrace planting area features the use of a variety of flowering shrubs, evergreens and grasses, including a “no-mow” fescue on lower areas.

Following the presentation the Commission noted the following:

- The terrace frames and announces the stair.
- Consider adding flowering bulbs to the “no-mow” area.
- Change out honey locust on the upper surface parking area; consider ginkgo.
- Change out Virginia creeper in favor of clematis or similar alternative.
- Change out taxus on upper terracing with something drooping.
- Think about adding additional staggered row of trees on building side of stair in the terrace planting areas.
- Why not provide building access to University Avenue. Why not activate University Avenue? In response the applicant noted site grade issues would require bringing the building down to be at grade

on University Avenue where the entry would cut down on usable space on the first floor, an economic issue.

- The steps are huge and impairing the lack of entry on University Avenue.
- The bike racks are same as that installed for the adjacent Sundance Theatre. Not that those installed at the theatre are installed incorrectly, where the loop should be at the center of the post as proposed.

ACTION:

On a motion by Wagner, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

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 7, 7, 7, 7, 7.5, 8.5 and 8.5.

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 | - | - | - | - | - | - | - | 7 |
| | - | - | - | - | - | - | - | 7 |
| | - | - | - | - | - | - | - | 7.5 |
| | 8 | 7 | 9 | 9 | - | 8 | 8 | 8.5 |
| | 8 | 8 | 9 | - | - | 8 | 9 | 8.5 |
| | 6 | 7 | - | 7 | - | 7 | 5 | 7 |
| | 7 | 6 | 7 | 6 | - | 7 | 7 | 7 |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

General Comments:

- Stairs are fantastic change, terraced wall exceptional. Wow factor.
- Steps are a master stroke – very well executed and landscaped. Note that this was an explicit design idea of UDC’s.
- The steps are a great addition and help the whole area together.
- Awesome stairs. It’s too bad University Avenue is not fully engaged.
- Very good solution to a problem that makes this whole project better.