

AGENDA # 12

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 7, 2011

TITLE: 507 West Johnson; 202, 210 North Bassett; and 512, 520 West Dayton Streets – PUD-GDP for Two Apartment Buildings; a Twelve-Story with 155 Units and a Three-Story with 42 Units. 4th Ald. Dist. (24691)*

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 7, 2011

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Dawn O’Kroley, Todd Barnett, Richard Slayton, and John Harrington.

*Due to ordinance requirements for Informational Presentations for PUDs in Downtown Design Zones, this item was presented as “Informational” purposes only, not for Initial Approval as stated on the application.

SUMMARY:

At its meeting of December 7, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD-GDP located at 507 West Johnson; 202, 210 North Bassett; and 512, 520 West Dayton Streets. Appearing on behalf of the project were Randy Bruce and Scott Faust, representing Goldleaf Development. Graphics showed the adjoining buildings of higher heights, which include up to 12 stories. The new Downtown Plan calls for this portion of the site along Johnson Street to be 12-stories, and towards the back of the Dayton Street side to be 6-stories. The proposal is for a 12-story building with underground parking. There is currently a u-shaped building along Dayton Street that opens its interior “U” into a larger open space. A small amount of surface parking would be accessed just off of Bassett Street. Conceptual floor plans were shown. They have submitted for rezoning, as well as held neighborhood meetings. Once the General Development Plan is in place they will return for architecture and landscaping plans.

Comments from the Commission were as follows:

- I’m concerned about people exiting that parking lot.
 - Traffic has presumably looked at it but we haven’t heard comments yet.
- The property that’s not selling – what a great property to be included in yours (laundry building at Bassett Street).
 - The land owner that has this parcel has the corner, but this piece is a hold out. We’ve made numerous attempts to purchase it.
- Staff noted that there is a memo from Brad Murphy, Planning Division Director. The feasibility of supporting a three story building under a GDP is there, but not necessarily six stories until the Downtown Plan and new Zoning Code are adopted. At the same time, there are issues with the Downtown Design Zone in which these properties are located in regards to the twelve story proposal; there hasn’t been a GDP that really address and meets these criteria which usually requires details at an SIP level to support the ten-story with two bonus story proposal. In addition, there lacks a functional

designed interface between the adjoining projects. Staff feels it's not there and until the Downtown Plan is approved, these heights and densities are not consistent. The Downtown Plan supports 10 + 2 stories.

- I realize you need to have some sort of service spot, but I wonder if there's another way to handle that so that this piece comes out to the street. You could take that pattern out to that point.
- Could the entry move to get these two pieces to relate better?

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 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 507 West Johnson; 202, 210 North Bassett; and 512, 520 West Dayton Streets

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

General Comments:

- Synergy between two buildings?
- Appreciate attention to draft Downtown Plan for Johnson and Dayton Streets, but apparently doesn't meet current DDZ #2 or meet standards for bonus stories as currently presented.