

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 4, 2009
TITLE: 202 South Park Street – Meriter Campus Master Plan, PUD-GDP. 13 th Ald. Dist. (12023)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: March 4, 2009	ID NUMBER:

Members present were: Bruce Woods; Chair, Todd Barnett, Ron Luskin, Dawn Weber, Mark Smith, Jay Ferm, Ald. Marsha Rummel, Richard Wagner, and John Harrington.

SUMMARY:

At its meeting of March 4, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD-GDP for the Meriter Campus Master Plan at 202 South Park Street, located in Urban Design District No. 7. Appearing on behalf of the applicant were: Melissa Huggins, Doug Hursh, and Jody Shaw. The applicants stated that while this is a long-range plan, it will guide development over the next 10 years. The plan includes the maximum amount of parking that would be provided, but could be reevaluated with each SIP to consider whether less parking would be workable. A transportation analyses was distributed. The applicants reviewed the various components of the plan, including but not limited to: Transportation Demand Management recommendations, preferred phasing, campus sub-districts, overall landscape plan, and demolition plan (although no demolitions are being requested as part of this request).

The Commission expressed appreciation for the thorough presentation and the hospital's desire to remain at this location. The Commission asked the applicants to look carefully at the design of the pedestrian bridges over Park Street, and to consider how to improve and enliven Park Street.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no 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 7, 7.5 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 South Park Street

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

General Comments:

- Good presentation, again. A lot of info. Appreciate recognition that revitalizing older housing stock will contribute to TDM plan. Good effort at utilizing existing space to allow Meriter to expand in place.
- Informational GDP! Open meeting on 3/18. Very thorough.
- Very comprehensive. Thorough presentation, excellent job.