

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> February 22, 2006	
TITLE: 702 North Midvale Boulevard, Hilldale Shopping Center. 11 <sup>th</sup> Ald. Dist. (02319)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: February 22, 2006	<b>ID NUMBER:</b>	

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Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Cathleen Feland, Lisa Geer, Lou Host-Jablonski, Michael Barrett, Todd Barnett, Bruce Woods, Robert March.

### **SUMMARY:**

At its meeting of February 22, 2006, the Urban Design Commission **RECOMMENDED APPROVAL** of a substitute ordinance rezoning 702 North Midvale Boulevard; approving the "Whole Foods" component of the amended PUD(GDP-SIP). Appearing on behalf of the project were Mike Sturm, Andy Stein, Dennis Harder, Robert Fink, Domenic Lanni, Chad Weight, Eileen Schoeb, Patrick McGowan, Jeff Langer, Mike Prue, Terese Zache, and Rob Zache. Registered in opposition to the project were Bill White, Peter Frautschi, Travis Carter, Connie McCabe and Mark Mieke. Registered neither in support nor opposition were Scarlett Presley, Annetta Barger, Dan Sebald and Jon Sandeman. The Joseph Freed and Associates (JFA) development team provided an overview of the current version of the plans for the Amended PUD(GDP-SIP) for SIP #2, providing a detailed address of the Commission's concerns at previous hearings on the project. A point of emphasis was that a master plan would be provided prior to consideration of any additional development in Phase 2 with approval of the demolition of the Humana building, the Whole Foods development, and proposed condominium development. The presentation followed the text of a summary contained within the packet, prepared by JFA providing site and building plan details, including landscaping elaborating on rooftop issues with the Whole Foods Market and condominium building, loading and surface parking issues, the pedestrian experience for the condominium building, as well as stormwater management issues. Following the presentation, several area residents, developers and representatives spoke on issues with the proposed development summarized as follows:

- Issue preserving existing trees and area around existing parking on that portion of the site to be developed with condominiums to provide and maintain open space within the area.
- Issue with only developing half of the rooftop areas for the Whole Foods store and condo development as green.
- Concern with impact on the adjacent Westin Place condominium development with the proposed condominium development.
- Concern with lack of master plan for areas to be developed.
- In regards to open space, green roof doesn't replace existing greenspace and mature tree vegetation characteristic of this area of the west side; to lost with the redevelopment.
- Support Whole Foods development but continue to work on condominium development issues.

- Issue with the small size of Frye Street supporting existing and proposed residential development combined with impacts from a 50,000 square foot grocer creating more traffic problems in the area for mature residences. Consider deemphasizing the use of Frye Street in favor of development on Segoe Road and University Avenue.
- Need to emphasize pedestrian access to mall and Whole Foods.
- Support changes to the Whole Foods development plan but not willing to support the condominium development due to the lack of master plan; need to include and provide details on future residential development in relationship to 90-unit condo development along with open space issues where proposed parks are not significant. The condominium development should be separated out from the approval and included into master plan.
- Need to provide open space consistent with proposed residential density.

Following the presentation the Commission expressed concerns on the following:

- If Whole Foods is OK but condos not, prefer both but will keep momentum of retail going by supporting the Whole Foods development.
- The dock screening issues appear to be resolved. Appreciate the green roofs but still have issues with not considering residences on top of the Whole Foods development.
- Whole Foods appears to have some support but the condominium development based on its proximity to lands yet to be developed should be based on the importance and need to do a master plan, including future retail on the existing Hilldale Theatre site.

### **ACTION:**

On a motion by Host-Jablonski, seconded by March, the Urban Design Commission **RECOMMENDED APPROVAL**. The motion was passed on a vote of (5-1-2) with Host-Jablonski, March, Wagner, Ald. Radomski and Geer voting yes, Barnett voting no and Feland and Woods abstaining. In making the motion Host-Jablonski felt it was appropriate to support maintaining momentum of redeveloping the shopping center as asserted by the developers where most neighbors, including the Ald. Gruber supported the Whole Foods development, where the master plan was more of an issue with the condominium development and “Hilldale Theatre” site, including concerns along with traffic and open space issues. The motion required that a master plan be done with to any further consideration of the proposed condominium development and redevelopment of the former “Hilldale Theatre” site with approval of only the “Whole Foods” portion of the redevelopment plan. The motion cited that the recommendation was consistent with the provisions of Section 28.07(6)(g)1.c. relative to the General Development Plan which requires “A plan of the proposed project showing sufficient detail to make possible the evaluation of the criteria approval as set forth in Section 28.07(6)(f)” as the basis for requiring a master plan for the condominium and theatre site in order to assess that approval of these development components can be provided.

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 4, 6, 6, 6, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 N. Midvale Blvd.**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	3	7/5	7/6	6/2	-	6	6	4
	-	-	-	-	-	-	-	6
	5	8	9	8	-	4	8	7
	6	7	7	6	-	4	5	6
	5	6	6	6	-	-	-	6
	6	6	8	7	-	5	5	6

General Comments:

- Major concern and disappointment for: integration of Whole Foods parking lot and future 30K retail; pedestrian scale experience at condo building remains severe/brutal; integration of structured parking for Whole Foods never done; lack of master plan.
- Whole Foods portion is approvable, barely, despite too much parking and Home Depot like earth moving. But developer really needs to complete a good master planning effort before seeking further approvals.
- Condos need to be addressed in the context of a more complete master plan – otherwise OK.
- Cover over the loading dock should reduce noise, the green roofs will improve view and add infiltration of stormwater. The permeable paving and infiltration islands help as well. Separate the residential condos from the Whole Foods SIP and wait for the master plan process to be completed.
- Good idea to separate condo and grocery SIPs – should have been considered separately from day one. Thanks for the improvements.