

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** September 6, 2006

TITLE: 702 North Midvale Boulevard – Hilldale  
Redevelopment – PUD(SIP), Humana Site,  
Mixed-Use. Aldermanic District 11.  
(04190)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: September 6, 2006

**ID NUMBER:**

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

**SUMMARY:**

At its meeting of September 6, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on the development of the property located at 702 North Midvale Boulevard – Hilldale Redevelopment – PUD(SIP), Humana Site, Mixed-Use. Appearing on behalf of the project were Domenic Lanni, Joseph Lee, Mike Sturm, Chad Wright, Matt Yentz and Scott McLamore. Appearing in opposition to the project were Ariel Ford, Carmen Clark, Laura Moberly and Sandra Saul. Ald. Tim Gruber appeared neither in support nor opposition. Lanni noted to the Commission that the plans as presented reflected a progression of input by the Plan Commission at an informational presentation on August 7, as well as a neighborhood meeting held on August 19, 2006 following an informational presentation to the Urban Design Commission held on July 7, 2006. The modified plans featured the removal of the live/work units along the north side of Frey Street in front of the parking ramp structure as previously proposed, a larger 65,000 square foot Whole Foods Market, a 150-unit condominium tower along University Avenue, a 90-unit condominium tower at the site’s driveway entry off of University Avenue, additional retail, as well as the maintenance of a mid-rise condominium tower featuring 90-units along the south side of Frey Street as part of the SIP phase of amendment #2, including a General Development Plan for future residential development along the south side of Frey Street north of Sawyer Terrace including open space amenities, along with development of a future hotel facility and entry at the rear of the mall adjacent to Macy’s. The plans as presented also featured the following:

- Details of an open space plaza to the rear of the future entrance to the hotel and mall adjacent to Macy’s featuring terraced lawns, a pedestrian plaza and raised pedestrian crossing area.
- Details on the Whole Foods development in conjunction with the 150-unit condominium tower and 90-unit condominium tower, 55,000 square feet of retail around a combined parking structure and pedestrian plaza, emphasizing entries both pedestrian and vehicular and public space.
- The elimination of the live/work townhouse units at the front of the ramp along the north side of Frey Street will allow for the development of pocket parks, in addition to enhanced landscaping amenities.

Following the presentation of the plans, several area residents spoke in opposition to the project, noting issues with density, the increase in size of the Whole Foods development, the lack of green open space, traffic congestion, as well as accessibility and pedestrian/bike issues.

Following the presentation the Commission noted the following:

- From a design point of view, the project is beginning to satisfy aesthetic concerns, but a little concerned about the density and sparse amount of greenspace, but can be good urban design.
- The Sawyer Terrace plaza is a wonderful design but a small open space area.
- The longitudinal view of the Frey Street parking ramp has a large amount of exposure with its façade.
- Relevant to the proposed development along University Avenue at ground level, as well as the proposed retail along the west side of Mall Drive; important to put windows on the street.
- The Commission questioned Lanni on the greenspace proposal submitted by the adjacent property owner, Peter Frautschi; Lanni noted to the Commission that the redirect of Sawyer Terrace as contained within the suggestion did not take in effect a 20% green issue with the 25-30 foot change in elevation, as well as the vacation of Sawyer Terrace.
- Need to emphasize the need to provide for comprehensive planning with the adjacent Hill Farms redevelopment site, as well as providing enhanced pedestrian connectivity between both projects.
- The mid-rise condominium development along the south side of Frey Street is still a problem, not a desirable living space. Lose the proposed surface parking to create more greenspace amenities. The proposed building looks out onto the face of the proposed parking structure; not sure if the landscape amenities are sufficient to buffer, as well as consider the addition of landscape planters within the parking structures.
- Want to see parking quantified as to what is proposed in regards to retail, residential, commercial and office to bring levels of parking down and provide efficiencies.
- The parking garage needs much more study to take advantage of the Whole Foods building by incorporating upper level housing or structured parking beneath.
- Find ways to internalize parking, especially along Frey Street.
- In response to residential neighbors' concerns, it was noted that the project should be recognized as an effort for efficient urban development as a departure from car-oriented development, this type of development and densities reduces car dependency.
- Humanize the ramp elevation along Frey Street.

### **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 5, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4725 Tradewinds Parkway**

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

General Comments:

- The midrise condo building and parking does not fit well and provides no open space or amenities for the residents, seems shoe-horned in. Does not take advantage of or complement any other open space areas. Do not think the open space adjacent to parking versus adjacent to residential is as viable unless it is fully programmed, is that likely to happen?
- The loss of the live-work units along Frey Street coupled with the big blank parking ramp façade, really lowers the appeal of this project.
- Possible to reintroduce live-work units? Look at Alexander project as precedent. Exterior skin treatment of parking lot must be well made. Lots of good things presented; direction is good. Parking traffic study needed. Stack building mass on top of Whole Foods and plus parking under Whole Foods as well. Greenspace must be increased.
- Lack of greenspace disturbing. But quality of design excellent.
- The overall theme and density is great. Parking levels are somewhat high. Rowhouses along Frey should be brought back. Mid-rise condo could be turned 90° to better relate to the corner and frame the greenspace to the west.