

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 22, 2006
TITLE: 700 University Avenue – Amended PUD(GDP-SIP), Mixed-Use Development (University Square). 8 th Ald. Dist. (02772)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 22, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of February 22, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amended PUD(GDP-SIP) for a mixed-use development (University Square) located at 700 University Avenue. Appearing on behalf of the project were Ingrid McMasters, Daniel Okoli, Julie Grove, Mark Bastian, Greg Rice and Eric Lawson. Registered neither in support nor opposition was Michael Prue. The review of the revised plans emphasized the following:

- Enhanced mall details of plantings, outdoor areas and pavement details were provided, including additional address of infiltration issues, movable furniture, along with the provision of moped parking.
- In regards to the rooftop plan issues, details of a shade study were provided emphasizing a minimum of two hours of available sun that can be accommodated with different types of sedum plantings. Consideration of grass was not feasible because of maintenance issues; paved areas for heavy uses are provided. Plaza areas incorporate physical barriers to protect green tray areas (tray systems) which incorporate a variety of mixed sedums.
- Pedestrian corner treatment at ground level emphasizes building façade articulation and fenestration, along with an array of colors and materials.
- Complete sign options will come back to the Commission for further review.
- Recessed entries for first floor retail will be provided at each building corner.
- The Lake Street and University Avenue façades have been redone to emphasize vertical elements.
- The under-canopy pedestrian area adjacent to the mall has been widened to six-feet in width to provide for pedestrian protection.
- A review of lighting and photometric plans emphasized the consideration of street lights within the public right-of-way on the overall lighting levels of the project.

Following the presentation, the Commission expressed concerns on the following:

- Still an issue with ground level pedestrian interests not being provided. Want to see difference between different storefronts with articulation of setbacks along with minimization of EIFS application.

- The future review of signage details shall be provided.

ACTION:

On a motion by March, seconded by Geer, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1-2) with March, Geer, Feland, Host-Jablonski, Barnett and Woods voting yes, Wagner and Ald Radomski abstaining, and Barrett voting no. The motion required address of the above stated concerns.

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, 7.5, 8 and 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 University Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	7	7	-	7	7	7
	7	5	7	6	-	6	6	-
	8	8	8	8	8	8	8	8
	-	7	7	7.5	-	-	8	7.5
	8	9	9	9	9	7	10	9
	7	7	6	6	8	7	7	7
	8	6	8	7	6	7	9	7

General Comments:

- Nice addition to area, but I'm worried about the huge scale between two busy streets. Pedestrian control will be important for the crossing of major streets.
- Architecture is fine until you get down to the ground floor, which is stiflingly sterile, sealed up, and just plain boring.
- Nicely done, with responsive improvements. Skyline is improved. Well articulated architecture considering the large and complex nature of the project.
- Superb job. Will be the defining center of the east campus.
- Introduce more ornamented grasses in lieu of just sedums in the tray system to provide more height and texture difference and possibly less damage if walked on.