

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 9, 2008
TITLE: 702 North Midvale Boulevard – PUD(GDP-SIP) Amendment #4, Office/Retail Building. 11 <sup>th</sup> Ald. Dist. (04800)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: April 9, 2008	<b>ID NUMBER:</b>

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Members present were: Bruce Woods, Marsha Rummel, Todd Barnett, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

### **SUMMARY:**

At its meeting of April 9, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) Amendment #4 located at 702 North Midvale Boulevard. Appearing on behalf of the project were Mike Sturm of Ken Saiki Design; Adam Fink, Scott McLamore and Ray White, all representing Joseph Freed & Associates.

The project provides for an alteration to the previously approved plans for a multi-story hotel, a multi-story retail commercial development including a restaurant previously proposed at the intersection of University Avenue and Hilldale Way, as part of the Hilldale redevelopment. The plans as presented feature a downscaling of a previously proposed 5-7 story; 140 room hotel to a four-story, 125 room alternative. The downsizing provides for a reduction of lower level retail/commercial space from a previously proposed 60,000 square feet of retail to 30,000 square feet.

Following a presentation of the plans, the Commission noted the following:

- In regard to site circulation, prefer this current scheme over the previously approved version.
- Prioritize outdoor patio area size and spaces relative to exposure to available sun.
- Offset on the south side of entry triangle should be emphasized in favor of the development of patio/plaza areas to the east and north. The upper pergola area is too much for a now downsized area; enlarge balcony at southerly corner of pergola level.
- Questioned the aesthetic handling of the first floor retail at the curve in the building not aesthetically-handled; appears tacked on form of roof, an issue consider a green roof.
- Play with edge of southerly retail plaza and surface parking to move it out to the curb entry to the structured parking. Look at alternative to providing surface parking in front of the 18,000 square foot retail building (relocated to Frey Street) and enhance the plaza/patio treatment.
- Look at creating a false terminus between the lower level retail structures with the intermediate plaza area to offset the terminal views of the entry to the lower level parking ramp. Too abrupt of a wall needs more of a treatment, create a false terminus and circle-feature in plaza/patio area.

**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, 5, 5 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard**

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

General Comments:

- Address 1-story retail and roof of retail close to hotel. Reconsider entry at corner by hotel – needs to be more active. Parking ramp entry should be screened with a similar architectural feature as purple element. Review truck loading zone.
- New concept is better. Look at size/use 3 equal spaces, entry doors (15 as I see it) at intersection of Hilldale Way and University.
- Wow! Huge change. Internal semi-truck service greatly challenges the plan. One story retail is inappropriately strip mall like.
- Much development needed (functional and aesthetic).
- The changes make the site work better, generally.
- Functional improvement but aesthetics and cohesiveness are lost.