

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> November 21, 2007
TITLE: 702 North Midvale Boulevard – Hilldale Redevelopment SIP #3 – Amended PUD(SIP) for the Relocation of a Proposed Hotel in Urban Design District No. 6. 11 <sup>th</sup> Ald. Dist. (04090)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: November 21, 2007	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Chair; John Harrington, Richard Slayton, Bruce Woods, Richard Wagner, Bonnie Cosgrove, Jay Ferm, Marsha Rummel and Todd Barnett.

### **SUMMARY:**

At its meeting of November 21, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of an Amended PUD(SIP) located at 702 North Midvale Boulevard. Appearing on behalf of the project Adam Fink, Ray White and Steve Uhlarik of Joseph Freed and Associates; and Mike Sturm of Ken Saiki Design. The presentation team gave an overview of all the modifications to the project in response to the Commission's review of the project at its meeting of November 7, 2007. Following the presentation the Commission noted the following:

- The projecting tower element on the northeast elevation looks flimsy, tacked on, needs more integrity, especially the sunscreen.
- The previous coloration of the building is preferred to that as currently proposed.
- The addition of an upper and lower canopy feature on the stair tower doesn't quite communicate its purpose to get from lower to upper deck strongly enough; add balcony connection on stair tower as an extension of the upper terrace or visible architectural connection from top to bottom of the stair tower. An alternative to pull away the guardrail with glass to expose corner of the upper terrace such as with the Sundance Theatre building was noted as an appropriate method to address this concern. Carry over open rail railing feature to this same area as is proposed on the remainder of the upper terrace façade.
- In regards to the projecting tower element, element's flimsiness filled in the blank band in the projection below the sunscreen with window extensions.

### **ACTION:**

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0-1) with Woods abstaining. The motion for final approval requiring modifications to the burgundy rail wall element of the upper terrace adjacent to the stair tower to increase the view line from the plaza and provide a strong architectural connection between the stair and upper plaza with adjustments to the railing design as noted to be modified to better match the railing treatment on the remainder of the upper plaza deck façade.

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 6, 7, 7, 7.5, 8, 8, 8 and 8.

**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>	-	7.5	-	-	-	-	-	7.5
	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	8
	8	7	-	8	-	6.5	8	8
	7	6	7	7	8	7	7	7
	6	7	-	-	-	6	7	6
	-	-	-	-	-	-	-	8
	-	6	7	-	-	6.5	7	7

General Comments:

- Changes are definite improvements. There needs to be a stronger, more obvious connection between the roof plaza and the street level entry/stair.
- Great project and nice improvements.
- This has come a long way. Looks good other than “trellised tower element.”
- Nice project! Addresses most UDC concerns. Miss the yellow!