

AGENDA # 3.

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 19, 2005
TITLE: Hilldale Shopping Center-University at Midvale – PUD(GDP-SIP), Mixed-Use Development in Urban Design District No. 6.	REFERRED:
	REREFERRED:
	REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED:
	POF:
DATED: October 19, 2005	ID NUMBER:

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

SUMMARY:

At its meeting of October 19, 2005, the Urban Design Commission **REFERRED** a request for a PUD(GDP-SIP) for a 50,000 square foot grocery store and an 84-unit condominium building located at Hilldale Shopping Center at University Avenue at Midvale Boulevard, in Urban Design District No. 6. Dennis Harder, with Joseph Freed and Associates, reviewed the plans, stating that the proposed retail building along University Avenue east of the proposed grocery store and its associated parking are indicated on the plan without specific layouts since they have no tenant are unsure about how development along Sawyer Terrace will be configured. Robert Fink, with Joseph Freed and Associates, stated that they are willing to consider a 2-story building on this site once they have a tenant, and they will commit to amending the GDP to place the building up to the street. Revised plans for the grocery store were presented which included an all masonry (primarily pre-cast) building with more clear-vision glass on all elevations. A point-by-point analysis of how the building meets the large format retail ordinance will be submitted. The condominium building will 7-stories with brick and stucco as the primary materials.

Travis Carter, Vice President of the Weston Place Condominium Association, registered in opposition citing concerns about the height of the condominium building blocking views from Weston Place units and the noise and time of deliveries to the grocery store. Marilyn Kneebone registered in opposition. Barry Orton, registered in opposition, citing concerns about traffic on Frey Street and the lack of information about the site east of the grocery store. Ald. Tim Gruber stated that he is generally in support, and thinks the architecture will be great and the density is appropriate. He wants to ensure additional traffic is well managed, and wants the applicants to explore whether the parking lot could be used by commuters during the week. Vernon Barger registered in opposition. Peter Frautschi, representing Weston Place Condominiums and Madtown Properties, Inc., sent an email opposing the condominium building citing concerns about the lack of open space and the siting of the condominium building.

Although the Commission had generally favorable comments about the architecture of the buildings, the following concerns were expressed:

- The lack of detail for the area east of the grocery store site, along University Ave. and the need for a more comprehensive site solution;
- The ground floor of the condominium building will not make a pleasant pedestrian experience;
- The lack of open space and linkages toward Rennebohm Park;
- Grocery store parking lot is not integrated with the rest of the development site;
- Consider a “green roof” and/or residential uses above the grocery store;
- Integrate the bus stop into the plaza area to be less isolated;
- Reduce the widths and radii of drives to make them more pedestrian friendly;
- Design of the south and west elevations of the grocery store is not as well done as the other two;
- View of grocery store roof from Weston Place Condominiums.

ACTION:

On a motion by Host-Jablonski, seconded by March, the Urban Design Commission **REFERRED** a request for a PUD(GDP-SIP) for a 50,000 square foot grocery store and an 84-unit condominium building located at Hilldale Shopping Center at University Avenue at Midvale Boulevard, in Urban Design District No. 6. The motion was passed on a vote of (8-0-1) with Woods abstaining.

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, 4, 4.5, 5, 5, 5, 5 and 6, with one abstention from the rating process.

URBAN DESIGN COMMISSION PROJECT RATING FOR: Hilldale Shopping Mall

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	3	6	6	-	-	4	3	5
	5	7	6	-	-	5	5	5
	4	5	5	5	-	5	5	5
	3	6	5	3	-	4	5	4
	5	7	6	6	-	5	5	6
	3	7	-	-	-	-	4	4
	-	5.5	4	4	-	-	3	4.5
	5	7	6	-	-	4	5	5

General Comments:

- Need further attention to providing for and defining open space. Also no attention to stormwater infiltration. Concerned about views of the top of Whole Foods to the adjacent condos. Not much integration of the building and landscape to the site and its topography.
- Need to see how Whole Foods’ rooftop equipment will be handled as seen from upper floors of neighboring condos. Blank walls of condo building at sidewalk level not good. Too bad structured parking not feasible.
- Whole Foods – completely detached from surroundings – south side is featureless bus shelter is in an isolated place, pull it up to entrance; all intersections must be tightened to slow traffic; consider adding floors and adding green roof. Condos: It should hold the corner and provide a better pedestrian experience – right now it is very stark. Consider an “L” shaped building that wraps around corner. Consider a green roof for a) greenspace for residents; b) aesthetics for neighboring condos, and c) stormwater management.
- Concern for east edge condition for Whole Foods parking lot (significant grade change). Concern for base condition of condominium building. Roof garden on condominium.
- Why can’t the Whole Foods building have the condos on top, and provide come centrally located open space?
- Next SIP must accommodate theater to get my vote.