

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 4, 2010	
TITLE: 2500 University Avenue – PUD(GDP-SIP), Mixed-Use Development. 5 th Ald. Dist. (19392)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: August 4, 2010	ID NUMBER:	

Members present were: Richard Wagner, Henry Lufler, Marsha Rummel, Melissa Huggins, Jay Ferm and Mark Smith.

SUMMARY:

At its meeting of August 4, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 2500 University Avenue. Appearing on behalf of the project were Brian Munson, Brad Mullins, Brian Mullins and Susan Springman, all representing the Mullins Group; Chris Gallagher, Steve Holzhauer, Ald. Shiva Bidar-Sielaff, representing the 5th District; and Darsi Foss, representing the Regent Neighborhood Association. Munson provided details on the proposed development for an urban apartment project with commercial/flex spaces on the first floor abutting University Avenue in one of three above grade buildings to be developed with the project. The development reflects much neighborhood input after meeting with the neighborhood three times. Gallagher presented the site plan with architectural details showing live/work spaces. The scale of the project steps down as it goes down Campus Drive that will mask the parking from the neighborhood. The building will start at six stories at Campus Drive and Highland Avenue, down to three stories with a plaza above the parking for resident use. At this time the project has roughly 120 apartment units and approximately 160 parking stalls, with the unit mix yet to be determined. One of the features of the building is windows on the ends and in stairwells to share daylight. Ald. Bidar-Sielaff spoke of how the neighborhood sees this corner as a vibrant part of the neighborhood with important commercial potential. She noted that the neighborhood is working on a University Avenue corridor plan, with plans to make it a green corridor. She spoke to the number of neighborhood meetings the developers have had and thanked them for listening to the neighborhood feedback. She spoke to the need to provide a building setback at the street along University Avenue in order to provide more outdoor space for streetside activities such as outdoor eating areas and other uses and to enhance the pedestrian feel at the street where the zero setback of the townhouse/commercial building will appear as a wall as does other existing buildings along the University Avenue corridor. She felt that the five-story building didn't relate well to the three-story townhouse building. She further noted that Highland Avenue is a problem; lots of traffic, hard to get in and out, need a traffic impact study.

Following testimony the Commission noted the following:

- Need to look at view of the westerly facade of the five-story component; a wall needs to relate to view as an entry and provide more detailing and articulation of the blank façade.

- West end image of five-story building needs more attention. Mass can act as a wall or block for neighborhood at Campus Drive. Consider building a four-story with rise to six-stories at Campus Drive. Resolve blank wall at ground level by driving ends to ground; need vertical elements.
- Resolve blank east wall of three-story townhouses next to Lombardino's, open up.
- Look at opening up facade of retail lower level including wall facing Lombardino's.
- Drive-up protections on Highland Avenue façade to get vertical mass.
- Address written comments provided by Barnett.
- Bring down height at garage door entry at University Avenue.
- Provide visitor bike parking at entries.
- Provide views from Kendall and Highland Avenues and other streetside perspectives.
- Provide details as to the location of all signage for the retail/commercial component of the building.

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 6, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2500 University Avenue

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

General Comments:

- Good start!
- Info but rated because very impressive start. Next time, look forward to how you will address articulation of live-work space and bulk and massing alternatives to soften western corner. Traffic study.