

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 7, 2008
TITLE: 701 & 737 Lorillard Court, 159-171 Proudfit Street - Two, Three-Story Office Buildings, Amended PUD(GDP-SIP). 4th Ald. Dist. (10050)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 7, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of May 7, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on an Amended PUD(GDP-SIP) located at 701 and 737 Lorillard Court, and 159-171 Proudfit Street. Appearing on behalf of the project were Paul Cuta, Chris Schramm and Marc Schelpfeffer, all representing Urban Land Interests. Registered in opposition were Louis J. Wolc, Kate Odahowski, Sue Alioto and Peter Taglia. The informational presentation provided details on the proposed development of two 3-story office buildings on a partially vacant site to the south of the existing Tobacco Lofts Apartments. The existing PUD-GDP on a large northerly portion of the site supported development of five-story residential development. The project involves the demolition and removal of four existing houses along the combined property's Proudfit Street frontage currently zoned R5. Details of the proposed two building 3-story office proposal emphasized its linkage with the adjoining Tobacco Lofts Apartments to the west, as well as the open space buffer to its east. Following the presentation testimony from members of the public noted the following:

- Concern with placement and scale of the Proudfit building where issues with high traffic and congestion would be further complicated by the development.
- Concern with size, 3-stories and up close to sidewalks. A departure from the setback of existing residential homes, including the removal of greenspace that exists around existing homes as well as complications with the back up of traffic and removal of greenspace within the public right-of-way as exists in boulevards.
- Opposed to median cut within the greenspace boulevard within the Proudfit right-of-way, especially the loss of mature trees, open space amenities, in combination with the amount of impervious pavement within the surface parking lot shared by both buildings. Provisions need to be made to provide for pervious pavement, rain gardens and other alternatives.

Following the presentation the Commission noted the following:

- Need to talk with other neighbors beyond Bassett.
- Look at moving building back to provide for more open space and landscaping along Proudfit Street.

- The location of parking between the proposed buildings disrupts connectivity between the Tobacco Lofts Apartments, adjacent public open space and the lake. Look at providing underground parking within this area.
- Think about moving the building back or make a stronger central connection through the surface parking lot.
- Concern with 3-story building off corner, along with providing very little room to deal with stormwater issues.
- No problem with change in use. Provides a live-walk opportunity within the area.
- Consider moving building back off of Proudfit with a cantilever at its rear over the surface parking area.
- Create a much stronger connection with park and pleasure drive area; need a physical connection.
- Concern with green roof issues and views to the lake.
- Provide consideration for some retail component.
- Look at a one-way surface parking circulation. Lose some stalls; pull building to east to provide open space connection to adjacent parkland.
- Need to provide relationship between buildings beyond any surface parking lot. Hate to see an 8-9 story building on this site; scale fits to what's around it; deal with impervious/pervious issues.

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 2, 4, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 701 & 737 Lorillard Court, 159-171 Proudfit Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	-	-	-	-	5	7	5
	-	-	-	-	-	-	-	4
	1	-	1	-	-	3	3	2
	4	-	-	-	-	4	6	5

General Comments:

- Working with “Brittingham Park” neighborhood will be critical.
- Consider options for water run-off, maybe underground parking would help solve this problem and give you room to move the building off the street a little.
- Good start but a lot of work needed.
- OK use, and, in my opinion, bulk. However, the site, drainage and landscaping need real design thinking. Need to work with neighborhood.
- Ignoring primary natural greenspace is a non-starter.
- Parking is a major concern and prevents a number of needed changes – movement of 3-story building away from Proudfit Street; creating stronger link to park from Tobacco Lofts and creating pervious surface for stormwater.
- Investigate green roof, underground parking, ground floor retail, connection to park.
- Pull office building back and consider rearranging location to face park. Address all the impermeable surfaces. Traffic concerns. Consider green roofs and other strategies.