

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 20, 2010

TITLE: 702 North Midvale Boulevard – Frey
Street Parking Lot – PUD(GDP-SIP). 11th
Ald. Dist. (17125)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 20, 2010

ID NUMBER:

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Jay Ferm, John Harrington, R. Richard Wagner, Richard Slayton and Mark Smith.

SUMMARY:

At its meeting of January 20, 2010, the Urban Design Commission **REFERRED** consideration of a parking lot located at 702 North Midvale Boulevard. Appearing on behalf of the project were James Farrell, representing Joseph Freed & Associates; Adam Fink, representing Joseph Freed & Associates; Scott McLamore, representing Joseph Freed & Associates and Ken Saiki, representing Ken Saiki Design. Registered in opposition were Karen Schwarz, representing residents of Weston Place and Pat A. Eschmann.

Fink noted that the rezoning allows for the removal of Target site from the previous approvals under Hilldale Redevelopment which is associated with its improvement with “Whole Foods;” the rezoning also includes the subject lot which is maintaining its current use as a parking lot. Earlier approvals provided for its development as open space in association with previously proposed residential development. Farrell and Saiki then presented details on the restoration of the previously existing parking lot necessitated by its interim use as a staging area for construction. The plans provide for the restoration and striping of the existing parking surface, the maintenance of the existing tree vegetation surrounding the perimeter of the site along with the inclusion of tree islands on both sides of its driveway entry that includes the addition of concrete curbing. It was noted that the extent of existing vegetation surrounding the perimeter of the site provides for more than adequate screening from the street right-of-ways. Following the presentation, an opposition statement was read by the Chair Bruce Woods from Karen Schwarz who was unavailable to speak on this item due to a premature departure. The statement noted, the residents next to the subject lot, as well, were in opposition. The statement referenced that “there has been a small parking lot at the location which we were told would be green space. That existing small lot is never used by Hilldale patrons. Office buildings on the current Target site, visitors use that lot, but since those buildings were vacated, no one has ever parked there other than construction (de-construction) vehicles. I do not see any possible value to a parking lot in that location and do not see any Hilldale patrons, even Target patrons, using a lot that far removed from the entrances of Hilldale and Target. The current parking; immediate west of the Sentry loading dock, is rarely used as is so additional parking farther away is not likely to be used at all.” The Applicant was questioned on this issue where it was noted that the parking would be utilized for employee parking for the various retail establishments within the Hilldale Redevelopment proper.

Following the presentation the Commission noted the following:

- Increasing pedestrian connections to the parking lots used and that are connected to the mall.
- Urban Design Commission standard to provide for tree islands at an interval of 12 stalls need to be addressed and provided for.
- Would like to refer the consideration of the lot based on the global discussion with Traffic Engineering on the Target site and not preclude broader visions on resolving greater issues with Hilldale Redevelopment including any potential improvements to Frey Street as it may affect this lot.
- Question that signing that provides for the limitation of the use by others for the parking lot that needs to be provided, needs signage recognition providing for the limitation for employees use.
- Need additional tree islands to break up the mass of surface parking.
- Further consideration of the project address how does space along Sawyer Terrace work with Frey Street to make overall area more attractive and connective.
- Modify the plans to provide protectiveness mechanisms for existing trees.

ACTION:

On a motion by Weber, seconded by Rummel, the Urban Design Commission **REFERRED** consideration. The motion was passed on a vote of (7-1) with Slayton voting no. The motion referenced the need for referral pending Target's discussion with Traffic Engineering in regards to the overall improvements associated with the Target redevelopment as well as impacts of any potential improvements on Frey Street and Sawyer Terrace as it relates to potential connectivity with the Target development and the westerly/southerly extension of Hilldale Way as well as the concerns detailed above.

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, 5, 5 and 4.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard (Frey Street Parking Lot)

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

General Comments:

- Where is TDM plan to reduce need for employee parking? Not willing to give up greenspace. Don't lose relationship to GDP/vision for site.
- Landscape islands necessary.
- Need understanding of target implications.
- Former open space now asphalt – bummer – other greenspace on Hilldale site? Clearly this is overflow for Target – is it needed?
- Poor use for this area.