

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 13, 2008
TITLE: 702 North Midvale Boulevard – PUD(SIP) Amendment #4. 11 th Ald. Dist. (04800)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 13, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of February 13, 2008, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(SIP), Amendment #4 located at 702 North Midvale Boulevard. Appearing on behalf of the project were Adam Fink, Scott McLamore, Cliff Goodhart, Paul Raisleger and Steve Uhlarik, all representing Joseph Freed & Associates; Mike Sturm, Ken Saiki Design; and Ald. Tim Gruber, District 11. The project as presented featured the following:

- Modifications to the building's overall bulk and mass to reduce from previously proposed 5-story mixed-use building featuring service retail on the first floor with office development on the upper floors is now proposed at 3-stories with first floor retail.
- The building's façade features 6 different types of sun shading on the building in order to address LEEDS certification requirements.
- The building's façade also features an enhanced degree of articulation and detail in the form of vertical elements including sun screens, enhanced balcony details, including an architectural overhang added to the penthouse level with a more urban in appearance eliminating the use of EIFS in favor of an all masonry/brick/precast building and horizontal sun screens.
- The building's length has been reduced to create a raised outdoor space/terrace along University Avenue. The University Avenue façade/lower wall incorporates a trellis feature in conjunction with the detailing on the adjacent Whole Foods site.
- The lower level parking area has been reconfigured to allow for the placement of trees into tree islands combined with a reduction in below grade parking to allow for soils beneath the plantings.

Following a review of the lighting and photometric plan the Commission noted the following:

- Details on a stair connection to University Avenue appeared to consist of only of the enclosed stair tower as previously proposed.
- The enclosed stair tower doesn't communicate that it allows access to the upper public plaza, doesn't communicate that connection exists, handsome but doesn't work.

- The overall design intent needs to be worked out, adding more glass to stair tower is not enough, look at opening the railing at the plaza area to provide visual queue to its location.
- Stair tower height creates a disconnect that indicates that it provides public access to the plaza.
- Look at eliminating the enclosed stair tower for a more open stairway.

Ald. Gruber noted his concerns previously distributed to the Commission in a memo. He spoke on the lack of windows and the blankness of the wall adjacent to the building's façade along University Avenue. Ald. Gruber noted that the current version did provide some address about the blank appearance of the lower level of the building façade at the street. He remarked on the lack of an entrance to the building from the sidewalk on University Avenue noted that the entrance could be from the proposed stair tower if the design could be improved so that it clearly is a building entrance not just a stair tower. Staff noted to the Commission its previously stated concerns relevant to the lack of a connection to the street abutting University Avenue consistent with Ald. Gruber's comments.

Additional comments by the Commission were:

- Based on new design involving the elimination of lower level parking, why not develop usable space, "Spanish Steps," an alternative entry treatment to the upper plaza; replace the tower with something that provides a connection to the street. As an option introduce a multi-terracing plaza to bring the eye in and pattern with that of the Whole Foods entry.
- The overhang on the penthouse and sun shading adds a lot.

ACTION:

On a motion by Barnett, seconded by Woods, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (9-0). The motion for initial approval required address of the above and the following:

- The design needs to be modified and come back in address of areas that relate to the upper courtyard and interface with the sidewalk and street along University Avenue.
- Provide details on how changes to the lower level parking and how it works with previous approved development in adjacent phases, as well as internally on the site.
- Look at stair tower and how it works to provide a better connection to the street and the upper open space plaza.

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 5, 6, 6, 6, 6, 6.5, 6.5 and 7.

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
Member Ratings	6	6	6	6	-	5	7	6
	6	6	6	-	-	5	6	6
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	6.5
	5	6	6	6	-	5	5	6
	-	-	-	-	-	-	-	6.5
	6	7	7	-	-	6	7	7

General Comments:

- Stairs off of University need to be worked on.
- University Avenue side is deadened by this proposal. This aspect needs real work. Building architecture is improved.
- Stair tower “read” needs to be developed.
- Improve connectivity to the street. Otherwise, great responses to prior comments.
- Address stair tower and consider new treatment for access to upper level courtyard, retail and office.
- Nice improvements to landscape. Stronger linkage to University Avenue is desired.
- Please be upfront when making a drastic change to site plan (eliminating parking garage).