

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 6, 2010
TITLE: 45 North Orchard Street - PUD (GDP-SIP) 8th Ald. Dist. (16967)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 6, 2010	ID NUMBER:

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

SUMMARY:

At its meeting of January 6, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) for a residential development. Appearing on behalf of the project were Christopher Gosch, representing Gebhardt Development, Otto Gebhardt, and Joey Bunbury, representing Otto Gebhardt III. The project provides for the development of an 8-story building standing at property of 62-units to replace an existing residential structure on the site. The project is located within the Regent Street South Campus Neighborhood Plan Area. The plan supports residential development at 8-stories or 116 feet whichever is less. The plan notes “although different floor heights are permissible, buildings may not exceed the maximum number of stories or height in feet (whichever is less) indicated”. Comments by staff on the project’s consistency with the adopted plan note an issue with the total number of stories proposed at nine inconsistent with the provisions of the adopted plan which supports 8-stories, although building height will be at the maximum of 116 feet. Staff further noted issue with the project’s consistency with the stepback requirements at the street as required within the adopted plan of 15 feet not being appropriately addressed on the site’s Orchard Street and Spring Street frontages. Staff detailed an additional issue with a consistent setback being provided on a portion of the property’s Spring Street frontage under the required 10 feet. Staff noted the provisions within the adopted plan relevant to “Special Design Guideline Districts” affecting this site in regards to its Orchard Street frontage and its adjacency to the southwest path which includes the need to clarify the location of the adjacent bike path versus the railroad right-of-way along the property’s southerly lot line which would require address of “path activations provisions” within the adopted plan.

Following a presentation by Gosch and testimony by the property’s owner, Otto Gebhardt, relative to the project the Commission noted the following:

- Applicable plan elements need to go back to the Common Council to amend the plan if project is maintained as proposed or the project needs to be modified to be consistent with the provisions of the adopted plan.
- The building is cool and interesting but need to provide full context with adjacent existing development within the area.
- Crank up the amount of bike parking and scooter parking and provide for both long term and short term bike parking opportunities.

- The building is located on a triangular lot should be designed to take advantage of its unique site relationship.
- Consider moving building east over the proposed drive entry and apex of the triangular corner.
- Consider providing balconies.

ACTION:

Since this was an informational presentation, no formal action was taken.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 45 North Orchard Street

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

General Comments:

- 8 stories maximum. Look at locating all parking in Spring Street units and utilize “flat iron” feature for pedestrian benefit; not auto entry.
- Do not meet neighborhood plan in terms of height.
- Great start.