

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 9, 2008
TITLE: 702 North Midvale Boulevard - PUD(SIP) Amendment #4. 11th Ald. Dist. (04800)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 9, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of January 9, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION**. Appearing on behalf of the project were Paul Raisleger, Steve Uhlarik, Scott McLamore and Cliff Goodhart, all of Joseph Freed & Associates, and Mike Sturm, Ken Saiki Design. Prior to the presentation staff noted that the subject of the informational presentation provides for a departure from the previously approved SIP for Phase 2 of the Hilldale redevelopment, which originally included the Whole Foods retail outlet, the Heights condominium building, a parking structure, additional commercial space, as well as a 90-unit condominium building. The 90-unit condominium building has already been the subject of an alteration which provides for its redevelopment for a hotel as previously approved by the Commission. The "Heights" component of the project as originally approved provided for an 11-story, 112 condominium building abutting the property's University Avenue frontage, where the first 3 floors were to contain office space. It is now proposed to reduce the proposal to a 5-story mixed-use building with no residential, featuring service retail on the first floor with office development on floors 2-5. A request to consider initial approval of the modified development proposal was denied by staff and supported by the Commission as an informational presentation. Following review of the plan details the Commission noted the following:

- Need more sun shading on the south elevation in regards to LEEDS certification.
- Need an overhang architecturally.
- Nice looking building, concern with signage on University Avenue for the retail level; advertising not wayfinding.
- On interior plaza/surface parking area, think about alternative shade devices.
- The new building is too stripped down, wants to be an office park; needs a substantial penthouse, be more pronounced vertically and needs more relief.
- Building looks like a regular office building. Should be as interesting as the previously approved buildings on each side, needs to have more interest.
- Building lacks a top with a flatness in its middle.
- Consider making an outside space along the retail level facing University Avenue.
- Need more details on parking garage level's appearance abutting University Avenue and connections to the street.

- Consider providing more greenery on parking structure for screening.

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 and 6.

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	7	5	-	-	6	6	6
	-	-	-	-	-	-	-	6

General Comments:

- Somewhat under-detailed, especially the north and south elevation.
- Context site map very helpful.
- Look at potential for vertical element. Building is too stripped down.