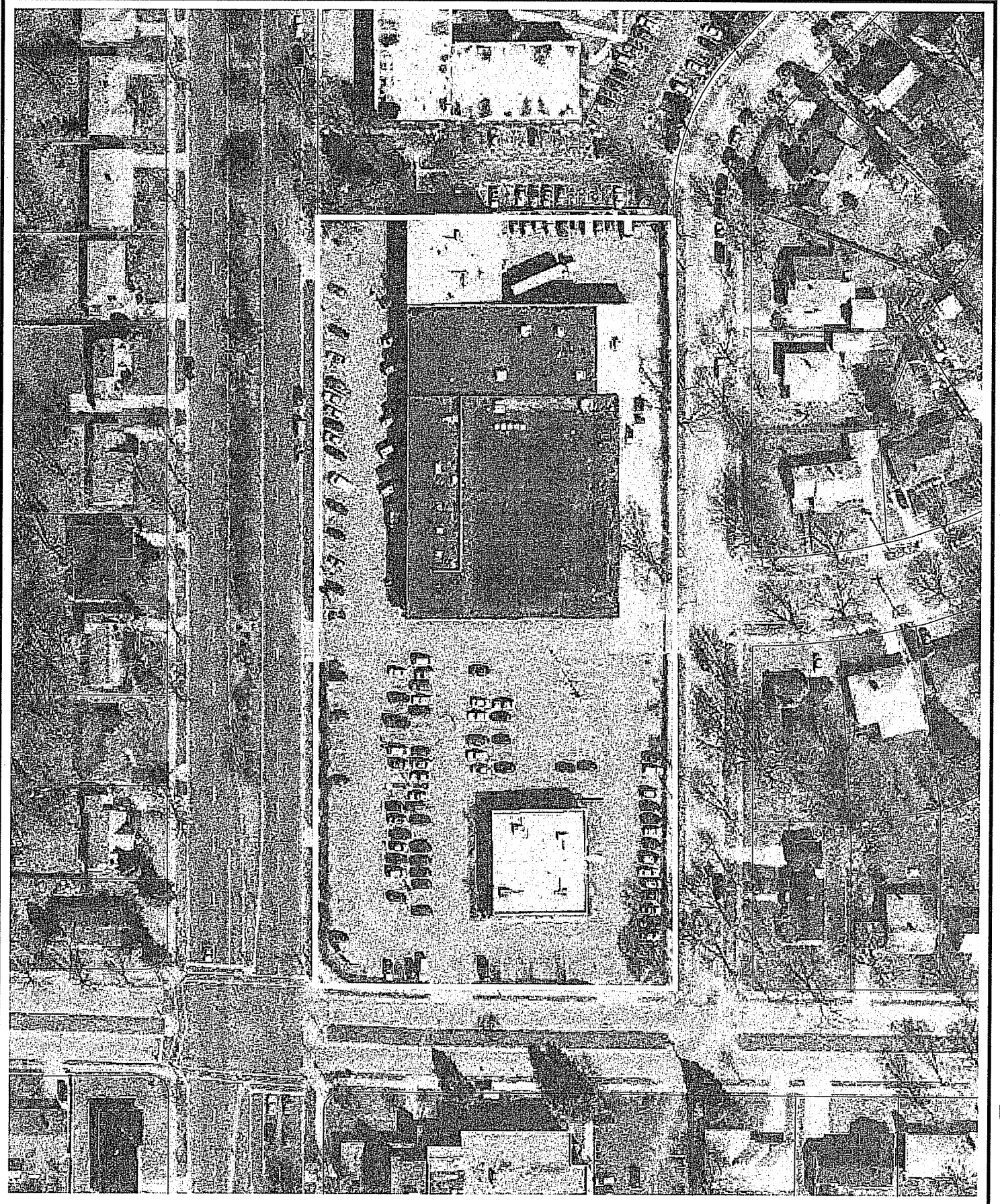


505-555 South Midvale Boulevard

100 0 100 Feet



Date of Aerial Photography - April 2000



PLANNING UNIT REPORT
DEPARTMENT OF PLANNING AND DEVELOPMENT
June 14, 2006

**ZONING MAP AMENDMENT TO REZONE 505-550 SOUTH MIDVALE BOULEVARD
INCLUDING A DEMOLITION PERMIT:**

1. Requested Action: Approval of a zoning map amendment from C1 to PUD-GDP-SIP and a demolition permit to demolish an existing shopping center/office building and build a mixed-use development consisting of condominiums, apartments, new retail space and a proposed library, in two phases.
2. Applicable Regulations: Section 28.07(6) of the Zoning Code provides the framework and requirements for Planned Unit Developments. Section 28.12(9) provides the process for zoning map amendments. Section 28.04(22) provides the guidelines and regulations for approval of demolition permits.
3. Report Drafted By: Bill Roberts, Planner IV and Brad Murphy, Planning Unit Director

GENERAL INFORMATION:

1. Applicant: Midvale Plaza Joint Venture, LLP, 120 East Lakeside Street, Madison, WI 53711; Joe Krupp, Krupp Construction, 2020 Eastwood Drive, Madison, WI 53704.
2. Status of Applicants: Contract owner and developer.
3. Development Schedule: The applicant wishes to commence the first phase of this project in the summer of 2006.
4. Parcel Location: Northeast corner of Midvale Boulevard and Tokay Boulevard, Madison Metropolitan School District, 11th Aldermanic District.
5. Parcel Size: 3.61 acres.
6. Existing Conditions: This site is occupied by two buildings: a shopping center and an office building, as well as a surface parking lot.
7. Proposed Use: A mixed-use development contained in two buildings consisting of residential, condominiums, apartments, retail space, a surface parking lot and library space to be used by the Sequoia Branch Library. Phase one is to be rezoned to PUD-GDP-SIP. Phase two is to be rezoned to PUD-GDP (with an SIP element that will allow the shopping center to remain occupied during construction of Phase one). Further development of Phase two will require a complete SIP review, public hearings, UDC and Plan Commission review, and Common Council approval.

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8. Surrounding Land Use and Zoning (See map): This site is in an area of predominantly single-family residential uses zoned R1. There is an existing church directly to the south across Tokay Boulevard zoned R1. There is an existing apartment complex directly north along Midvale Boulevard zoned R5.
9. Adopted Land Use Plan: The recently adopted City of Madison Comprehensive Plan shows this site as NMU-Neighborhood Mixed-Use District. There is not a specific neighborhood plan for this area.
10. Environmental Corridor Status: This site is not located within a mapped environmental corridor.

PUBLIC UTILITIES AND SERVICES:

This property can be served with the full range of urban services.

ANALYSIS AND EVALUATION:

Background

This site is an existing neighborhood shopping center located on the corner of Tokay Boulevard and Midvale Boulevard. The shopping center was developed in the 1950s. At the time the shopping center was built, this site was zoned Commercial "B". The site was given its current C1 Neighborhood Commercial zoning in 1966 as part of the Citywide zoning update process.

Current Conditions

The site is presently occupied by two buildings, one being a commercial-retail shopping center, the other being an office building. There have been a variety of commercial uses over the years that have occupied these buildings. The existing site is completely paved with an asphalt parking lot. Access to the site consists of two access points from Midvale Boulevard, two access points from Tokay Boulevard and one access point from Caromar Drive.

It appears that the buildings on this site are in good condition for buildings of their age and have been well maintained.

Development Proposal

It is the applicant's intent to demolish these two buildings and build a two-phase mixed-use development on the site. The existing shopping center may remain occupied during construction of Phase one. Phase one (located on the southern portion of the site along Tokay Boulevard) is for a new, four-story, 43-unit condominium building with retail, library space on the first floor and underground parking in the basement. Access to the underground parking is proposed from Caromar Drive. The proposed library space is intended to be used for the Sequoia Branch Library. This library presently occupies a storefront in the existing building within the shopping center. The phase one SIP development will consist of approximately 27,000 square feet of grade

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level commercial-retail space, including 20,000 square foot of non-residential condominium space to be purchased by the City of Madison for the Sequoia Branch Library facility. The upper three floors of this building will contain 43 condominium units. The size of the units will range from 740 to 1,800 square feet. The applicant's letter of intent states that about half of the units in this building will be one-bedroom or one-bedroom units plus den, with the other half of the units being two-bedroom and two-bedrooms plus den. Approximately 85 stalls will be provided in the underground parking facility for this building.

The second phase, which will be only a GDP, General Development Plan zoning at this time, is also a mixed-use four-story project that will contain approximately 10,000 square feet of grade level retail-commercial space. The preliminary number of apartments in the second phase GDP is 100 units. This may change prior to submittal of the SIP for Phase two. The underground parking garage that serves the second building will have a capacity of 139 vehicles. There will be created a new 98-stall surface parking lot between the two buildings (see attached site plan).

The applicant may elect to submit Phase two SIP as an owner-occupied condominium project rather than rental apartments as currently planned. In the event that this change is made, the number of residential units in Phase two will be reduced from 100 units to approximately 75 units. This change would require the utilization of the designated future curb cut/underground access drive on Caromar Drive and would eliminate the northern curb cut on Midvale. The applicant feels that this option is necessary to address buyer resistance to underground access from Midvale and limited egress from the site. Under this scenario, parking ratios would increase to approximately 1.85 stalls per unit.

Building Design and Appearance

As shown on the attached building elevations, the exterior of the building will be a mix of brick veneer, stucco, and fiber cement shingles. The building placement will be directly adjacent to the Midvale Boulevard and Tokay Boulevard right-of-ways, with a variation of building face setbacks and the upper story being setback away from the street right-of-ways. A very good landscape plan has been provided. This proposal has been reviewed by the Urban Design Commission and their comments are attached. The UDC has granted initial approval.

Inclusionary Zoning

The applicant has submitted an Inclusionary Dwelling Unit Plan (IDUP) that will comply with the inclusionary zoning ordinance provisions. The Inclusionary Dwelling Unit Plan, however, is just for phase one. The IZ plan must be expanded to include both buildings, Phase one and Phase two at this time. The plan for Phase one indicates that out of the 43 total units in this building, seven will be inclusionary dwelling units. Four of the inclusionary dwelling units will be one-bedroom units, and three will be two-bedroom units. The inclusionary zoning application indicates a request for three incentives. Those incentives being:

1. Parkland development fee reduction.
2. Cash subsidy from inclusionary unit reserve fund up to \$10,000 per unit for up to 50% of the affordable units provided.

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3. Cash subsidy from inclusionary unit reserve fund of \$5,000 up to 50% of the on-site affordable units in projects with 49 or fewer detached units or projects with four or more stories and 75% of the parking provided underground.

The application does not include the request for density bonuses as an incentive.

The current IZ ordinance stipulates that the calculation of density bonuses shall be based on the existing zoning of a given site. As noted above, this site has been zoned C1 Neighborhood Commercial since 1966. The IZ ordinance lists 38 dwelling units per acre as the density to be used as a basis for density bonus on a C1 zoned site. Staff is considering the total development site including phase one and phase two as a basis for determining if there is a density bonus. The application states there will be 43 units in phase one (southern portion of the site) and between 95 and 100 units in phase two (northern portion of the site). Assuming that there will be 143 units on this 3.61 acre site results in a residential density of about 39.6 units per acre. This is 1.6 units per acre above the 38 units per acre for C1 zoning which is the density base for purposes of calculating a density bonus. This project is receiving a six unit density bonus.

The IZ plan needs to be revised-expanded to cover both Phases one and two. The plan needs to show the location of all IZ units. The phasing and marketing plan needs to be provided.

(See attached report from CDBG Staff)

Standards for Review

The standards contained in the Zoning Code Chapter 28 of the Madison General Ordinances for PUD application reads as follows:

Criteria for Approval. As a basis for determining the acceptability of a Planned Unit Development District application the following criteria shall be applied with specific consideration as to whether or not it is consistent with the spirit and intent of this ordinance and has the potential for producing significant community benefits in terms of environmental and aesthetic design.

1. *Character and Intensity of Land Use. In a Planned Unit Development District the uses and their intensity, appearance and arrangement shall be of a visual and operational character which:*
 - a. *Are compatible with the physical nature of the site or area.*
 - b. *Would produce an attractive environment of sustained aesthetic desirability, economic stability and functional practicality compatible with the General Development Plan.*
 - c. *Would not adversely affect the anticipated provision for school or other municipal service unless jointly resolved.*
 - d. *Would not create a traffic or parking demand incompatible with the existing or proposed facilities to serve it unless jointly resolved. A traffic demand management plan and participation in a transportation management association may provide a basis for addressing traffic and parking demand concerns.*

The comments from the reviewing City departments, in addition to any information provided by residents or the neighborhood at the Plan Commission public hearing usually provides the basis for the Plan Commission to use to determine whether this standard has been met or not. There is significant concern with this proposal being voiced by residents of the adjacent neighborhood regarding traffic and parking issues and building height.

The project is a well designed aesthetically desirable proposal. The Urban Design Commission comments are attached. The Planning staff are concerned, however, that nearby residents believe that the intensity and scale of the project may not be compatible with the physical nature of the area, which contains many 50's era ranch homes. The Plan Commission should, however, note that the context for this development is also established by the condition of the property itself, the two-story apartments immediately to the north and the church located south of Tokay Boulevard.

There does not appear to be any municipal or school service issues associated with this project. The City Traffic Engineer has reviewed the project, including traffic and parking impacts, and their comments are attached. The other City reviewing department comments did not identify any problems with this proposal (copies attached).

2. *Economic Impact. Planned Unit Development District shall not adversely affect the economic prosperity of the City or the area of the City where the Planned Unit Development is proposed, including the cost of providing municipal services.*

Staff feels that this project will be an improvement over the existing use of an older shopping center and will not have an adverse economic impact on the neighborhood.

3. *Preservation and Maintenance of Open Space. In a Planned Unit Development District adequate provision for the improvement and continuing preservation and maintenance of attractive open space shall be made.*

There is no open space on the site at this time other than the existing parking lot. Following the development there will be more landscaped open space on the site than presently existing. The Zoning Administrator has also reviewed this project and has commented on the amount of usable open space.

4. *Implementation Schedule. A Planned Unit Development District shall include suitable assurances that each phase could be completed in a manner which would not result in an adverse effect upon the community as a result of termination at that point.*

There does not appear to be any issues regarding the implementation schedule outlined in this proposed two phase project.

Building Demolition

This proposal is also subject to the standards in the ordinance regarding the demolition of buildings. The condition of the buildings on this site is similar to buildings of this age and type of construction. There is no information that would indicate that the existing buildings are not

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unsound or not capable of being rehabilitated or repaired. In fact, the buildings are in good condition. Staff feels that the concept of a proposed alternative use of the site justifies the demolition of the buildings. The Plan Commission will evaluate the proposed alternative use of this property to determine if the use is compatible with the neighborhood, as well as the provisions of the ordinance.

Compatibility with Adopted Plans

As noted above, there is no detailed neighborhood plan for this neighborhood. Most of the surrounding properties were developed in the 1950s and 1960s and the site was identified as "neighborhood commercial" in the 1977 Madison Land Use Plan. There has been little redevelopment activity in this neighborhood over the last 30 years.

The City of Madison Common Council recently adopted the City of Madison Comprehensive Plan. That plan designates this existing shopping center as a neighborhood mixed-use district. The adopted Comprehensive Plan identifies over 50 separate areas throughout the City of Madison as recommended neighborhood mixed-use districts, both currently existing and proposed as part of future development or redevelopment opportunities. The Comprehensive Plan also identifies this location as a potential redevelopment and infill area. Not every location identified as a potential redevelopment or infill site will necessarily be redeveloped within the near to mid-term planning period, but the designation of Midvale Plaza recognizes the aging of the existing structures and the possibilities for increasing the variety and intensity of uses.

Because the Comprehensive Plan is city-wide and necessarily relatively general, it also recommends that significant changes from existing land uses should be consistent with the more-detailed recommendations of adopted neighborhood or special area plans. As noted above, no detailed plan covering the Midvale Plaza area exists at this time. While ideally, a special area plan should be prepared in advance to guide future redevelopment of an area identified as a potential redevelopment location, realistically there will be situations where a redevelopment proposal is advanced in an area where a detailed plan has not yet been prepared. It is not possible to provide detailed neighborhood plans for the entire City prior to considering redevelopment proposals. In these cases, it is essential that review of the specific proposal consider all of the issues that would be addressed in a formal special area plan. These include: what is the total size of the area for which redevelopment and changes in land use or intensity are recommended; what specific uses, densities and design standards (building heights, setbacks, massing, architectural detailing, etc.) may be recommended for specific sub-areas within the total area planned for eventual redevelopment. It is important that the recommended uses, intensity and design are compatible within the context of the surrounding area within which the designated redevelopment area is located.

The subject redevelopment proposal, together with the existing apartment complex adjacent immediately to the north, encompasses the entire area identified for neighborhood mixed-use development in the Comprehensive Plan. All of the surrounding lands are recommended for low density residential uses or special institutional uses (the church adjacent to the south) and at this time there is no recommendation or expectation that the uses on these lands be changed from the current use as a neighborhood of relatively low-density single-family homes. As described in detail below, this proposed project is very consistent with the general mix of uses and location and design characteristics recommended for neighborhood mixed-use districts, and the proposed

intensity of use and specific design characteristics falls within the range of intensity and design parameters for neighborhood mixed-use districts, provided that the uses, scale and character are compatible with the surrounding. **Determining whether this proposal is appropriately compatible as presented is the primary issue that the Plan Commission must decide in reviewing this proposal.**

The adopted Comprehensive Plan contains the following regarding mixed-use districts.

Mixed-Use Districts

Mixed-Use Districts are recommended locations for development of activity centers that are specifically planned to include both residential and non-residential uses. The range of non-residential uses, and the development density of both residential and non-residential uses in mixed-use district will vary depending on the size of the district and the type and intensity of the surrounding development. Not every building in a mixed-use district needs to include both residential and non-residential uses, but that both types of land uses will be accommodated within the district as a whole is inherent in the designation, and mixed-use districts must be planned to provide a suitable residential environment.

Neighborhood Mixed-Use (NMU)

Neighborhood Mixed-Use Districts are the recommended locations for clusters of relatively small convenience shopping and service uses that serve as activity centers and gathering places for the surrounding neighborhoods or districts.

Location and Design Characteristics

Neighborhood Mixed-Use Districts typically form activity centers located along relatively more important streets within or adjacent to residential districts. Most neighborhood mixed-use districts are relatively compact, often consisting only of several buildings on one or more corners of a street intersection; but neighborhood mixed-use districts also may be stretched out for several blocks along a local business street.

Development in Neighborhood Mixed-Use Districts should be consistent with the design standards for mixed-use areas recommended in City plans, and should provide a pedestrian-oriented "urban" environment generally characterized by:

- *Well-designed buildings placed close to the sidewalk and street. **This project complies very well with this standard.***
- *Parking located primarily behind the buildings or underground. On-street parking is recommended where sufficient right-of-way is available. **Both buildings will have underground parking, with the surface parking lot between the two buildings, and largely screened by trees on three sides.***
- *Buildings more than one story in height, with maximum building height compatible with the size of the district and surrounding structures and land uses. Specific height standards may be recommended in an adopted neighborhood or special area plan. **The two buildings are more than one-story in height, but whether the proposed four-***

story buildings are compatible with surrounding structures and uses has been the subject of significant discussion. The maximum height allowed under the existing C1 Commercial zoning on this site is three-stories or 40-feet. This redevelopment parcel is located adjacent to a two-story apartment building on the north side and across the street from single-family homes east and west and a church across Tokay Boulevard to the south. The project incorporates building setbacks and stepbacks at the upper levels in an attempt to improve compatibility with the one-story single-family ranch homes located east along Caromar Drive and across Midvale Boulevard to the west. Whether the project has gone far enough in stepping-back the upper floors to provide compatibility with the nearby residential units is a matter of judgment.

- *Pedestrian-friendly design amenities, such as decorative paving and lighting along sidewalks and paths, plazas, benches, and landscaping. This project provides a good level of amenities and complies with this standard.*

Whenever possible, Neighborhood Mixed-Use areas should be designed to incorporate some or all of the Transit Oriented Development standards outlined in the Comprehensive Plan. The proposed mix of uses, activity center focal points (branch library and neighborhood retail), and relatively high density are all desirable TOD features.

Recommended Land Uses

- *Neighborhood-serving commercial buildings and uses. While primarily intended to serve the adjacent neighborhoods, neighborhood mixed-use districts may also include specialty businesses serving wider markets, provided the size of establishment and scale of building is consistent with the character of the district and the surrounding neighborhood. **The proposed commercial uses in this project comply with the Plan recommendations. Because the commercial uses are contained within much larger mixed-use structures, compatibility of the buildings with the character of the neighborhood is a subject of discussion, as noted above.***
- *Housing types similar to Low-Density Residential Districts, but with no fixed maximum number of apartment or row house dwelling units in a building, provided the building scale is appropriate. Generally, this will be a relatively small building when the adjacent neighborhood is low density. **In this case, there is an adjacent apartment building to the north, but the remainder of the neighborhood is low density single-family houses. The Plan Commission and Common Council will need to determine if the building scale is appropriate in this context.***
- *Mixed-use buildings. **This project complies with this standard. Both proposed buildings have a mix of residential and non-residential.***

Recommended Development Intensity

- *Generally, buildings should be between two and four stories in height. Specific height standards should be established in neighborhood or special area plans, and should be compatible with the scale and intensity of the adjacent neighborhood. One story buildings may be appropriate in limited circumstances but are not encouraged. **Because***

there is no adopted neighborhood or special area plan covering this area, the Plan Commission will need to determine if the setbacks and stepbacks for the upper floors of the building are adequate to ensure that the project is compatible with the scale and intensity of the majority of the adjacent neighborhood. In this situation, because the proposed Planned Unit Development encompasses the entire recommended redevelopment area, the building heights and design characteristics established in the General Development Plan that is ultimately approved by the Plan Commission will, in effect, substitute for the standards that would have been provided in a special area plan. This is not an ideal practice, but a reasonable alternative in this situation provided that design context is reviewed with the same rigor.

- *The maximum development intensity (floor area ratio) for commercial uses should be established in a detailed neighborhood or special area plan. See above comment.*
- *Gross square footage of commercial buildings (including single-tenant and multi-tenant buildings) should not exceed 10,000 square feet, except for neighborhood-serving grocery stores, which should not exceed 25,000 square feet. The gross square footage of non-residential space in this project will be 27,000 square feet in phase one, but 20,000 square feet of this space will be for the Sequoia Branch Library. It is projected that approximately 10,000 square feet of commercial space will be provided in phase two.*
- *Net residential densities within a neighborhood mixed-use district generally should not exceed 40 dwelling units per acre, but a neighborhood or special area plan may recommend small areas within the district for a higher maximum density if the development is compatible with the scale and character of the neighborhood. The overall-density of this project will be 39.6-units per acre. In relatively intensive developments, design parameters often are more important considerations than nominal density.*

CONCLUSION:

When the Common Council adopted the Comprehensive Plan for the City of Madison, it designated this site and many other smaller neighborhood and strip commercial centers throughout the City as “neighborhood mixed-use districts.” The adopted plan encourages introduction of a wider variety of uses, including residential uses and mixed-use buildings, into these older neighborhood and commercial areas as redevelopment opportunities present themselves. Overall, staff feels this is a good redevelopment concept that adds a mix of owner-occupied condominiums and apartment units, revitalized neighborhood commercial space and a much needed expansion of the Sequoia Branch Library at an appropriate location identified as a redevelopment opportunity in the Comprehensive Plan.

The Comprehensive Plan encourages a more efficient use of land within urban areas and creation of more compact neighborhoods. This project will provide additional neighborhood-serving, retail uses, an expanded library, and an increased variety of more compact housing choices in this established neighborhood. The largest issue with this project is the appropriateness of the overall size and height of these two proposed new buildings in an area which is dominated by

single-story, single-family houses. This proposal is a very significant intensification of an underutilized site, and thus a concern for some neighbors. The neighborhood and developer have had several neighborhood meetings as planning for this project has moved forward, and opinion appears to still be divided on this question.

As in most cases requiring Plan Commission and Common Council approval, the developer feels that the size and height of the buildings are required in order to make the project economically successful. Staff cannot evaluate a developer's contention that smaller, less intense development options are not feasible, and do not have the information to determine whether a two or three-story development proposal might also work here. Many neighborhood residents feel that the buildings are too tall and out of character with this surrounding single-family residential area. All agree that a new branch library would be an important asset to this neighborhood. It is also agreed that a well-designed, extensively landscaped project would be an improvement over the existing site conditions, which is a two building commercial development completely surrounded by an asphalt parking lot with minimal landscaping.

It should be noted that the Common Council has passed a resolution (Legistar File I.D. 02895, attached) that accepts an "offer to sell real property from Midvale Plaza Joint Venture for the purchase of space within the Midvale Plaza located at 525 South Midvale Boulevard and authorizing funds to complete the space for uses as a City of Madison Public Library." In addition, the Council has also passed a resolution (Legistar File I.D. 03420, attached) that authorizes the City "to enter into an agreement with Engberg-Anderson Design Partnership, Inc. to provide professional architectural and engineering design services for interior improvements at the Sequoia Branch Library located on South Midvale Boulevard."

The proposal before the Plan Commission and Common Council is a Planned Unit Development-General Development Plan and Specific Implementation Plan for the redevelopment of the existing neighborhood shopping center originally developed in the 1950s. In reviewing the project against the Planned Unit Development standards, staff believe that the standards comply very well with most, if not all, of the criteria for approval. The standards which come into question relate to the intensity, appearance and arrangement of the proposed buildings and their visual and operational character and the question of whether the project is compatible with the physical nature of the site or area proposed for development. The question of compatibility, which is generally defined as "the capability of existing or operating together in harmony," relates to the amount of development being proposed, the appearance of the development, and effect the development may have on the existing neighborhood.

In reviewing the project against the City's recently adopted Comprehensive Plan, staff find that the project is in keeping with the general recommendations for neighborhood mixed-use districts included in the plan. The question again comes down to the scale and massing of the specific proposed development and whether a project of this size and magnitude at four-stories can be determined to be compatible with the area in which it is proposed to locate. While the design of the individual buildings is certainly not the traditional architecture found within the neighborhood, which is dominated by single-story houses built in the 1950s and 1960s, it is in keeping with many of the design standards included in the Comprehensive Plan for neighborhood mixed-use districts. The question of compatibility with the scale and intensity of the adjacent neighborhood and the compatibility of the project with the physical nature of the area, is a question for the Plan Commission and Common Council to ultimately address. While it

could easily be argued that a two-story building would be more compatible with the one-story single-family homes in the neighborhood, we have been informed by the developer that such a project is not economically viable at this location. Consideration of a three-story building or deeper step-backs of the upper stories may or may not be a viable alternative for similar reasons. Given the standards in the Code which require economic viability in order to justify the demolition of the existing buildings and the approval of a Planned Unit Development, staff, the Plan Commission and the Common Council are being asked by the developer to support the project as proposed at four-stories, while at the same time are being asked by some of the neighborhood residents to oppose the project because it is out of keeping with the scale and character of the existing low density, largely one-story homes in the neighborhood.

The Planning Unit believes that the overall project concept is a good one and if built, will result in a positive addition to the neighborhood. Whether all of the standards can be met for the approval of this project is a question which ultimately the Plan Commission and Common Council will need to address.

RECOMMENDATIONS:

The Planning Unit believes that this proposal is generally compatible with the recently adopted City of Madison Comprehensive Plan provisions for neighborhood mixed-use development. The Planning Unit recommends that the Plan Commission review the plans and consider this application, along with the applicant's presentation at the Plan Commission, the comments from the reviewing departments, the comments from the Urban Design Commission and the input from the neighborhood at the public hearing to determine whether the specific details of this project comply with the ordinance standards, as well as the provisions of the Comprehensive Plan regarding neighborhood compatibility, or if additional conditions of approval, including any further design changes to or removal of the fourth floor would be an appropriate condition of approval.

If the Plan Commission and Common Council recommend approval of this project, then staff recommend the following as conditions of approval:

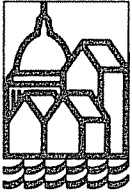
1. A revised overall IZ plan, for both phases, shall be submitted for staff review and approval. The final IZ plan shall be reviewed and approved by the Plan Commission.
2. The second phase building will require separate review and approval as an amended PUD-SIP prior to any development proceeding on that site.
3. In the event that there may be an extended period of time before phases one and two, the demolition permit for the shopping center will be delayed until such time that the second phase building project is approved. The provisions of the SIP will allow the continued occupancy and maintenance of the shopping center building while Phase one is being built.
4. The applicant shall secure final approval of the Urban Design Commission prior to requesting sign-off on the Planned Unit Development documents and the start of any demolition.

5. Final approval of the Inclusionary Dwelling Unit Plan and Land Use Restriction Agreement documents by CDBG staff and recording by City Zoning staff shall occur prior to issuance of the demolition permit or other permits and start of construction.
6. As required by ordinance, a recycling-reuse plan is required prior to City "sign-off" on the plan.

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Department of Public Works
Parks Division

City of
Madison



Madison Municipal Building, Room 120
215 Martin Luther King, Jr. Boulevard
P.O. Box 2987
Madison, Wisconsin 53701-2987
PH # 608 266 4711
TDD # 608 267 4980
FAX # 608 267 1162

June 14, 2006

TO: Plan Commission

FROM: Simon Widstrand, Parks Development Manager

S.W.

SUBJECT: 505-555 South Midvale

1. The developer shall pay \$247,386.72 for park dedication and development fees.
2. Park Fees shall be paid prior to signoff for each SIP, or the developer may pay half the fees and provide a letter of credit for the other half. Developments with multiphase subdivision contracts may pay with each phase. Recently enacted state law may shift the time of payment to be in conjunction with building permit issuance. Phase I SIP payment for 43 units = \$74,912.88

Calculation of fees in lieu of dedication plus park development fees for 142 units:

Park dedication = 142 multifamily @ 700 square feet/unit = 99,400 square feet. The developer shall pay a fee in lieu of dedication based on the land value of the square footage of parkland required (up to a maximum of \$1.74 / square foot). **Estimated fee is \$172,956.00**

Park Development Fees = (142 @ \$524.16) = \$ 74,430.72

TOTAL PARK FEES = \$247,386.72

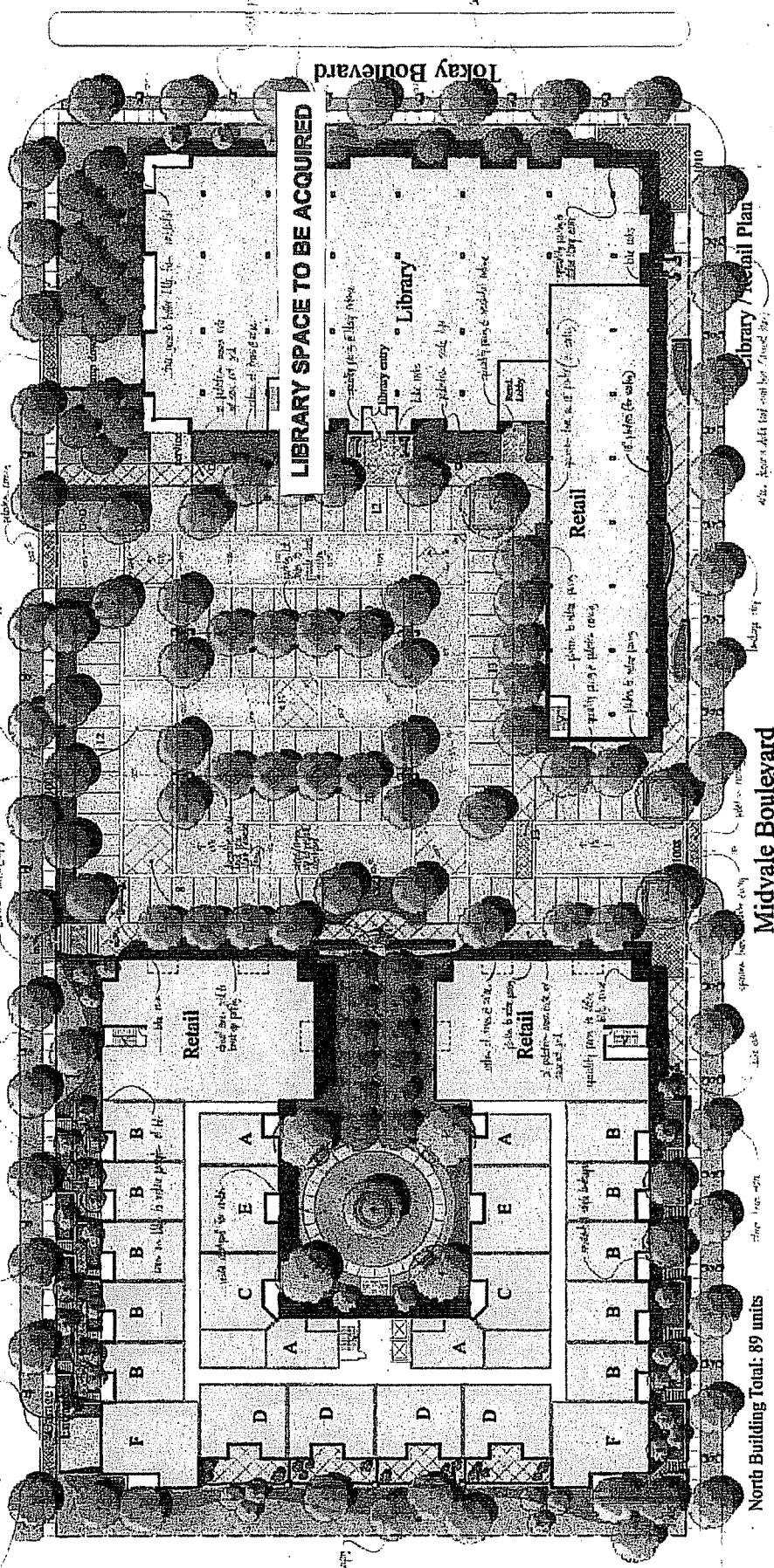
(phase I payments for 43 units = \$74,912.88)

There are no features of this development that qualify as a credit for reduction of park development fees.

Approval of plans for this project does not include any approval to prune, remove or plant trees in the public right-of-way. Permission for such activities must be obtained from the City Forester, 266-4816.

Please contact Simon Widstrand at 266-4714 or awidstrand@cityofmadison.com if you have questions regarding the above items.

Caromar Drive



LIBRARY SPACE TO BE ACQUIRED

Library

Retail

Midvale Boulevard

North Building Total: 89 units

Scale: 1" = 20'

Preliminary Site Plan

SGN-A and MSTSD

MIDVALE PLAZA JOINT VENTURE

January 13, 2004

Midvale Plaza Redevelopment

Madison, Wisconsin



Department of Public Works
City Engineering Division

608 266 4751

Larry D. Nelson, P.E.
City Engineer

City-County Building, Room 115
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
608 264 9275 FAX
608 267 8677 TDD

Deputy City Engineer

Robert F. Phillips, P.E.

Principal Engineers

Michael R. Dailey, P.E.
Christina M. Bachmann, P.E.
John S. Fahrney, P.E.
David L. Benzschawel, P.E.
Gregory T. Fries, P.E.

Operations Supervisor

Kathleen M. Cryan

Hydrogeologist

Joseph L. DeMorett, P.G.

GIS Manager

David A. Davis, R.L.S.

DATE: May 31, 2006
TO: Plan Commission
FROM: Larry D. Nelson, P.E., City Engineer
SUBJECT: 505-555 South Midvale Boulevard Planned Unit Development (REVISION)

The City Engineering Division has reviewed the subject development and has the following comments.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

- 1. Each lot shall be served by a separate sanitary sewer lateral.
- 2. Revise plans to show where existing and proposed private storm sewers drain to.

GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

Engineering Division Review of Planned Community Developments, Planned Unit Developments and Conditional Use Applications.

Name: 505-555 South Midvale Boulevard Planned Unit Development (REVISION)

General

- 1.1 The construction of this building will require removal and replacement of sidewalk, curb and gutter and possibly other parts of the City's infrastructure. The applicant shall enter into a City / Developer agreement for the improvements required for this development. The applicant shall be required to provide deposits to cover City labor and materials and surety to cover the cost of construction. The applicant shall meet with the City Engineer to schedule the development of the plans and the agreement. The City Engineer will not sign off on this project without the agreement executed by the developer. The developer shall sign the Developer's Acknowledgement prior to the City Engineer signing off on this project.
- 1.2 The site plan shall identify lot and block numbers of recorded Certified Survey Map or Plat.
- 1.3 The site plan shall include all lot/ownership lines, existing building locations, proposed building additions, demolitions, parking stalls, driveways, sidewalks (public and/or private), existing and proposed signage, existing and proposed utility locations and landscaping.
- 1.4 The site plan shall identify the difference between existing and proposed impervious areas.
- 1.5 The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.
- 1.6 The site plan shall include a full and complete legal description of the site or property being subjected to this application.

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Right of Way / Easements

- 2.1 The Applicant shall Dedicate a _____ foot wide strip of Right of Way along _____.
- 2.2 The Applicant shall Dedicate a _____ foot wide strip of Right of Way along _____.
- 2.3 The Applicant shall Dedicate a Permanent Limited Easement for grading and sloping _____ feet wide along _____.
- 2.4 The City Engineer has reviewed the need for pedestrian and bicycle connections through the development and finds that no connections are required.
- 2.5 The Applicant shall Dedicate a Permanent Limited Easement for a pedestrian / bicycle easement _____ feet wide from _____ to _____.
- 2.6 The Developer shall provide a private easement for public pedestrian and bicycle use through the property running from _____ to _____.
- 2.7 The developer shall be responsible for the ongoing construction and maintenance of a path within the easement. The maintenance responsibilities shall include, but not be limited to, paving, repaving, repairing, marking and plowing. The developer shall work with the City of Madison Real Estate Staff to administer this easement. Applicable fees shall apply.

Streets and Sidewalks

- 3.1 The Applicant shall execute a waiver of notice and hearing on the assessments for the improvement of [roadway] _____ in accordance with Section 66.0703(7)(b) Wisconsin Statutes and Section 4.09 of the MGO.
- 3.2 **Value of sidewalk installation over \$5000.** The Applicant shall Construct Sidewalk to a plan approved by the City Engineer along _____.
- 3.3 **Value of sidewalk installation under \$5000.** The Applicant shall install public sidewalk along _____. The Applicant shall obtain a Street Excavation Permit for the sidewalk work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees. All work must be completed within six months or the succeeding June 1, whichever is later.
- 3.4 The Applicant shall execute a waiver of their right to notice and hearings on the assessments for the installation of sidewalk along [roadway] _____ in accordance with Section 66.0703(7)(b) Wisconsin Statutes and Section 4.09 of the MGO.
- 3.5 The Applicant shall grade the property line along _____ to a grade established by the City Engineer. The grading shall be suitable to allow the installation of sidewalk in the future without the need to grade beyond the property line. The Applicant shall obtain a Street Excavation permit prior to the City Engineer signing off on this development.
- 3.6 The Applicant shall close all abandoned driveways by replacing the curb in front of the driveways and restoring the terrace with grass.
- 3.7 **Value of the restoration work less than \$5,000. When computing the value, do not include a cost for driveways. Do not include the restoration required to facilitate a utility lateral installation.** The Applicant's project requires the minor restoration of the street and sidewalk. The Applicant shall obtain a Street Excavation Permit for the street restoration work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees.
- 3.8 The Applicant shall make improvements to _____ in order to facilitate ingress and egress to the development. The improvement shall include a (Describe what the work involves or strike this part of the comment.) _____.
- 3.9 The Applicant shall make improvements to _____. The improvements shall consist of _____.
- 3.10 The approval of this Conditional Use does not include the approval of the changes to roadways, sidewalks or utilities. The applicant shall obtain separate approval by the Board of Public Works and the Common Council for the restoration of the public right of way including any changes requested by developer. The City Engineer shall complete the final plans for the restoration with input from the developer. The curb location, grades, tree locations, tree species, lighting modifications and other items required to facilitate the development or restore the right of way shall be reviewed by the City Engineer, City Traffic Engineer, and City Forester.
- 3.11 The Applicant shall provide the City Engineer with a survey indicating the grade of the existing sidewalk and street. The Applicant shall hire a Professional Engineer to set the grade of the building entrances adjacent to the public right of way. The Applicant shall provide the City Engineer the proposed grade of the building entrances. The City Engineer shall approve the grade of the entrances prior to signing off on this development.
- 3.12 The Applicant shall replace all sidewalk and curb and gutter which abuts the property which is damaged by the construction or any sidewalk and curb and gutter which the City Engineer determines needs to be replaced

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because it is not at a desirable grade regardless of whether the condition existed prior to beginning construction.

- 3.13 The Applicant shall obtain a privilege in streets agreement for any encroachments inside the public right of way. The approval of this development does not constitute or guarantee approval of the encroachments.
- 3.14 The Applicant shall provide the City Engineer with the proposed soil retention system to accommodate the restoration. The soil retention system must be stamped by a Professional Engineer. The City Engineer may reject or require modifications to the retention system.
- 3.15 The Applicant shall complete work on exposed aggregate sidewalk in accordance with specifications provided by the city. The stone used for the exposed aggregate shall be approved by the City. The Construction Engineer shall be notified prior to beginning construction. Any work that does not match the adjacent work or which the City Construction Engineer finds is unacceptable shall be removed and replaced.
- 3.16 All work in the public right-of-way shall be performed by a City licensed contractor.
- 3.17 Installation of "Private" street signage in accordance with 10.34 MGO is required.

Storm Water Management

- 4.1 The site plans shall be revised to show the location of all rain gutter down spout discharges.
- 4.2 Storm sewer to serve this development has been designed and constructed. The site plans shall be revised to identify the location of this storm sewer and to show connection of an internal drainage system to the existing public storm sewer.
- 4.3 The plan set shall be revised to show a proposed private internal drainage system on the site. This information shall include the depths and locations of structures and the type of pipe to be used.
- 4.4 The applicant shall show storm water "overflow" paths that will safely route runoff when the storm sewer is at capacity.
- 4.5 The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 7.5-tons per acre per year.
- 4.6 The City of Madison is an approved agent of the Department of Commerce. This proposal contains a commercial building and as such, the City of Madison is authorized to review infiltration, stormwater management, and erosion control on behalf of the Department of Commerce. No separate submittal to Commerce or the WDNR is required.
- 4.7 This development includes multiple building permits within a single lot. The City Engineer and/or the Director of the Inspection Unit may require individual control plans and measures for each building.
- 4.8 If the lots within this site plan are inter-dependent upon one another for stormwater runoff conveyance, and/or a private drainage system exists for the entire site an agreement shall be provided for the rights and responsibilities of all lot owners. Said agreement shall be reviewed and placed on file by the City Engineer, referenced on the site plan and recorded at the Dane Co Register of Deeds.
- 4.9 Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Specifically, this development is required to:
 - Detain the 2 & 10-year storm events.
 - Detain the 2, 10, & 100-year storm events.
 - Control 40% TSS (20 micron particle).
 - Control 80% TSS (5 micron particle).
 - Provide infiltration in accordance with NR-151.
 - Provide substantial thermal control.
 - Provide oil & grease control from the first 1/2" of runoff from parking areas.

Stormwater management plans shall be submitted and approved by City Engineering prior to signoff.

- 4.10 The plan set shall be revised to show more information on proposed drainage for the site. This shall be accomplished by using spot elevations and drainage arrows or through the use of proposed contours. It is necessary to show the location of drainage leaving the site to the public right-of-way. It may be necessary to provide information off the site to fully meet this requirement.
- 4.11 A portion of this project comes under the jurisdiction of the US Army Corp of Engineers and WDNR for wetland or flood plain issues. A permit for those matters shall be required prior to construction on any of the lots currently within the jurisdictional flood plain.
- 4.12 The Applicant shall submit, prior to plan sign-off, digital CAD files to the Engineering Program Specialist in the Engineering Division (Lori Zenchenko). The digital copies shall be to scale and represent final construction.

CAD submittals can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or

Universal (dxf) formats and contain the following data, each on a separate layer name/level number:

- a) Building Footprints
- b) Internal Walkway Areas
- c) Internal Site Parking Areas
- d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)
- e) Right-of-Way lines (public and private)
- f) Lot lines
- g) Lot numbers
- h) Lot/Plat dimensions
- i) Street names

NOTE: Email file transmissions preferred izenchenko@cityofmadison.com . Include the site address in this transmittal.

- 4.13 NR-151 of the Wisconsin Administrative Code will be effective on October 1, 2004. Future phases of this project shall comply with NR 151 in effect when work commences. Specifically, any phases not covered by a Notice of Intent (NOI) received from the WDNR under NR-216 prior to October 1, 2004 shall be responsible for compliance with all requirements of NR-151 Subchapter III. As most of the requirements of NR-151 are currently implemented in Chapter 37 of the Madison General Ordinances, the most significant additional requirement shall be that of infiltration.

NR-151 requires infiltration in accord with the following criteria. For the type of development, the site shall comply with one of the three (3) options provided below:

Residential developments shall infiltrate 90% of the predevelopment infiltration amount, 25% of the runoff from the 2-year post development storm or dedicated a maximum of 1% of the site area to active infiltration practices.

Commercial development shall infiltrate 60% of the predevelopment infiltration amount, 10% of the runoff from the 2-year post development storm or dedicate a maximum of 2% of the site area to active infiltration practices.

- 4.14 The applicant shall submit, prior to plan sign-off, digital PDF files to the Engineering Division (Jeff Benedict or Tim Troester). The digital copies shall be to scale, and shall have a scale bar on the plan set.

PDF submittals shall contain the following information:

- a) Building footprints.
- b) Internal walkway areas.
- c) Internal site parking areas.
- d) Lot lines and right-of-way lines.
- e) Street names.
- f) Stormwater Management Facilities.
- g) Detail drawings associated with Stormwater Management Facilities (including if applicable planting plans).

- 4.15 The Applicant shall submit prior to plan sign-off, electronic copies of any Stormwater Management Files including:

- a) SLAMM DAT files.
- b) RECARGA files.
- c) TR-55/HYDROCAD/Etc...
- d) Sediment loading calculations

If calculations are done by hand or are not available electronically the hand copies or printed output shall be scanned to a PDF file and provided.

Utilities General

- 5.1 The Applicant shall obtain a Street Excavation permit for the installation of utilities required to serve this project. The Applicant shall pay the permit fee, inspection fee and street degradation fee as applicable and shall comply with all the conditions of the permit.
- 5.2 The applicant shall obtain all necessary sewer connection permits and sewer plugging permits prior to any utility work.
- 5.3 All proposed and existing utilities including gas, electric, phone, steam, chilled water, etc shall be shown on the plan.
- 5.4 The applicant's utility contractor shall obtain a connection permit and excavation permit prior to commencing the storm sewer construction.
- 5.5 The site plans shall be revised to show the location of existing utilities, including depth, type, and size in the adjacent right-of-way.
- 5.6 The developer shall provide information on how the Department of Commerce's requirements regarding treatment of storm water runoff, from parking structures, shall satisfied prior to discharge to the public sewer system. Additionally, information shall be provided on which system (storm or sanitary) the pipe shall be connected to.

Sanitary Sewer

- 6.1 Prior to approval of the conditional use application, the owner shall obtain a permit to plug each existing sanitary sewer lateral that serves a building that is proposed for demolition. For each lateral to be plugged the owner shall deposit \$1,000 with the City Engineer in two separate checks in the following amounts: (1). \$100 non-refundable deposit for the cost of inspection of the plugging by City staff; and (2). \$900 for the cost of City crews to perform the plugging. If the owner elects to complete the plugging of a lateral by private contractor and the plugging is inspected and approved by the City Engineer, the \$900 fee shall be refunded to the owner.
- 6.2 All outstanding Madison Metropolitan Sewerage District (MMSD) and City of Madison sanitary sewer connection charges are due and payable prior to connection to the public sewerage system.
- 6.3 Each unit of a duplex building shall be served by a separate and independent sanitary sewer lateral.
- 6.4 The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size and alignment of the proposed service.

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Traffic Engineering Division

David C. Dryer, City Traffic Engineer

Madison Municipal Building
215 Martin Luther King, Jr. Boulevard
P.O. Box 2986
Madison, Wisconsin 53701-2986
PH 608/266-4761
TTY 608/267-9623
FAX 608/267-1158

June 9, 2006

TO: Plan Commission

FROM: David C. Dryer, P.E., City Traffic Engineer

SUBJECT: 505 to 555 South Midvale Blvd. – Rezoning / Demolish – Build 3 & 4 Story
Mixed Use Development w/Library, Retail, 142 Dwelling Units

The City Traffic Engineering Division has reviewed the subject development and has the following comments.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. The final results of the developer's traffic impact study shall be reviewed and approved by the Traffic Engineer prior to final sign-off on the first SIP.
2. Approval of this facility does not include the approval of the proposed improvements in the street right-of-way. The applicant should remove all proposed improvements in the right-of-way on the site plan sheets or note: "All right-of-way improvements require separate approval by the Board of Public Works and Common Council for the public right-of-way changes to be requested by the developer."
3. Any changes to on-street parking on public streets is reviewed and approved by a separate, independent process with the Traffic Engineer.

GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

4. When the applicant submits final plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs and street light poles), type of surfaces, existing property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), adjacent driveway approaches to lots on either side and across the street, signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the two (2) feet overhang, and a scaled drawing at 1" = 20'.
5. "Stop" and "No Left Turns" signs shall be installed at a height of six (6) feet to the bottom of the first sign at the driveway approach to Midvale Blvd. and a "Stop" sign shall be installed at a height of seven (7) feet at the Caromar Drive. driveway approach. All signs at the approaches shall be installed behind the property line. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.

6. The intersection shall be so designed so as not to violate the City's sight-triangle preservations requirement which states that on a corner lot no structure, screening, or embankment of any kind shall be erected, placed, maintained or grown between the heights of 30 inches and 10 feet above the curb level or its equivalent within the triangle space formed by the two intersecting street lines or their projections and a line joining points on such street lines located a minimum of 25 feet from the street intersection in order to provide adequate vehicular vision clearance.
7. The applicant shall design the phase 1 & 2 underground parking areas for stalls and backing up according to Figures II of the ordinance using the 9' or wider stall for the commercial/retail area. The "One Size Fits All" stall shall be used for the residential parking area only, which is a stall 8'-9" in width by 17'-0" in length with a 23'-0" backup. Aisles, ramps, columns, offices or work areas are to be excluded from these rectangular areas, when designing underground parking areas.
8. All existing driveway approaches on which are to be abandoned shall be removed and replaced with curb and gutter and noted on the plan.
9. The applicant shall relocate the Owen Drive and Caromar Drive driveway approach to center onto Owen Drive where as the public crosswalk shall not be terminate in the proposed driveway approach for both sides of **S. Owen Drive** in accordance to Madison General Ordinance Section 10.08(4)(d). Vehicles ingressing and egressing the site will occur at the intersection.
10. The applicant shall modify all driveway approaches according to the design criteria for a "Class III" driveway in accordance to Madison General Ordinance Section 10.08(4). The proposed thirty (30) foot width for the driveway approach, with 5-foot flares and sidewalk across the approaches. This change shall be revised on the plan.
11. The ramp down to the underground parking shall be designed to accommodate low-clearance vehicles for a transition. The ramp breakover angle (limited by vehicle wheel-base and ground clearance) and angles of approach (affected by front overhang of vehicles) and departure (affected by rear overhang) are critical vehicle clearance points. Standards established by the Society of Automotive Engineers limit the ramp breakover angle to no less than 10 degrees; angle of departure, no less than 10 degrees; and angle of approach, no less than 15 degrees The applicant shall provide a profile of the ramp showing the slopes critical clearance, when plans are submitted for approval. The ramp down to underground parking percent of sloped shall be designed to accommodate low-clearance vehicles for a transition. The applicant shall provide a profile of the ramp showing the slopes critical clearance, when plans are submitted for approval.
12. The Developer shall post a deposit and reimburse the City for all costs associated with any modifications to Traffic Signals, Street Lighting, Signing and Pavement Marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.
13. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Please contact John Leach, City Traffic Engineering at 267-8755 if you have questions regarding the above items.

Contact Person: Joe Krupp
Fax: 608-249-2053
Email: jkrupp@kruppconstruction.com

DCD: DJM: dmj

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CITY OF MADISON FIRE DEPARTMENT

Fire Prevention Division

325 W. Johnson St., Madison, WI 53703-2295

Phone: 608-266-4484 ♦ FAX: 608-267-1153

DATE: 6/8/06
TO: Plan Commission
FROM: Edwin J. Ruckriegel, Fire Marshal
SUBJECT: **505-555 S. Midvale Blvd.**

The City of Madison Fire Department (MFD) has reviewed the subject development and has the following comments:

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:
 - a. Provide an aerial apparatus access fire lane that is at least 26-feet wide, with the near edge of the fire lane within 30-feet of the structure, and parallel to one entire side of the structure.

GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

2. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:
 - a. The site plans shall clearly identify the location of all fire lanes.
 - b. Provide a completed MFD "Fire Apparatus Access and Fire Hydrant Worksheet" with the site plan submittal.
 - c. Provide a fire lane that extends to within 150-feet of all exterior portions of the structure.
3. All portions of the exterior walls of newly constructed one- and two-family dwellings shall be within 500-feet of at least one fire hydrant. Distances are measured along the path **traveled by the fire truck as the hose lays off the truck**. See MGO 34.20 for additional information.

Please contact John Lippitt, MFD Fire Protection Engineer, at 608-261-9658 if you have questions regarding the above items.

cc: John Lippitt

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**CITY OF MADISON
INTERDEPARTMENTAL
CORRESPONDENCE**

Date: June 12, 2006

To: Plan Commission

From: Kathy Voeck, Assistant Zoning Administrator

Subject: 505-555 S Midvale Blvd., Demo, RZ, CSM, and IZ

Present Zoning District: C-1

Proposed Use: Demolish shopping center & build 3 & 4 story mixed use development with a library, retail and 142 dwelling units. Phase I SIP (22 one bdrm, 15 two bdrm and 6 two bdrm with den's = total 43 units) Phase II GDP (64 one bdrm and 35 two bdrm units = total 99) Phase II GDP (64 one bdrm and 35 2 bdrm units)

Proposed Zoning District: PUD(GDP-SIP)

Conditional Use: 28.04(22) Demolition of a principal building requires Plan Com. app.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). NONE.

GENERAL OR STANDARD REVIEW COMMENTS

1. Meet all applicable State accessible requirements, including but not limited to:
 - a. Provide a minimum of two accessible stalls striped per State requirements in the parking garage of Phase I and three accessible stalls striped per State requirements in the parking garage of Phase II. Provide four accessible stalls in the surface lot of Phase I and one accessible stall in the surface lot of Phase II. A minimum of one of the stalls in each surface lot and each garage shall be a van accessible stall 8' wide with an 8' striped out area adjacent in each building. Note Phase II needs a striped out area adjacent to each accessible stall.
 - b. Show signage at the head of the stalls. Accessible signs shall be a minimum of 60" between the bottom of the sign and the ground.
 - c. Show the accessible path from the stalls to the building or elevator. The stalls shall be as near the accessible entrance (or elevator) as possible. Show ramps, curbs, or wheel stops where required.

505-555 S Midvale Blvd.

June 12, 2006

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2. Provide 2 (10' x 35') loading areas with 14' vertical clearance for Phase I (1 for residential use and 1 for retail uses) to be shown on the plan. Provide 3 (10' x 35') loading areas for Phase II (2 for residential use and 1 for retail uses). The loading area shall be exclusive of drive aisle and maneuvering space.
3. Provide **49** bike parking stalls for **Phase I** and **61** bike parking stalls for **Phase II** in safe and convenient locations on an impervious surface to be shown on the final plan. The lockable enclosed lockers or racks or equivalent structures in or upon which the bicycle may be locked by the user shall be securely anchored to the ground or building to prevent the lockers or racks from being removed from the location. **NOTE: A bike-parking stall is two feet by six feet with a five-foot access area.** Structures that require a user-supplied locking device shall be designed to accommodate U-shaped locking devices. Note: The stalls shall be inside and outside the building divided among the residential and commercial use locations.
4. Provide a detailed landscape plan. Show species and sizes of landscape elements.
5. Parking lot plans with greater than twenty (20) stalls, landscape plans must be stamped by a registered landscape architect. Provide a landscape worksheet with the final plans that shows that the landscaping provided meets the point and required tree ordinances. In order to count toward required points, the landscaping shall be within 15' and 20' of the parking lot depending on the type of landscape element. (Note: The required trees do not count toward the landscape point total.) **Planting islands shall consist of at least 75% vegetative cover, including trees, shrubs, ground cover, and/or grass. Up to 25% of the island surface may be brick pavers, mulch or other non-vegetative cover.** All plant materials in islands shall be protected from vehicles by concrete curbs.
6. In the zoning text under Signage, " a. Signage will be allowed per Chapter 31 of the Madison General Ordinances, as compared to the R-3 district. Signage shall be approved by Urban Design and Zoning.
7. In the zoning text, include the number of dwelling units per phase.
8. Lighting is required. It must comply with City of Madison outdoor lighting standards. (See parking lot packet). Lighting will be limited to .10 watts per square foot.
9. Put a note on the CSM that the existing buildings are to be removed.
10. Section 28.04(24) provides that Inclusionary Zoning requirements shall be complied with as part of the approval process. Submit, to CDBG, a copy of the approved plan for recording prior to zoning sign off of the plat.

ZONING CRITERIA

Bulk Requirements	Required	Proposed
Lot Area	49,300 sq. ft. Phase I 109,500 sq. ft. Phase II	81,667 sq. ft. Phase I * 75,526 sq. ft. Phase II
Lot width	50'	adequate
Usable open space	10,240 sq. ft. Phase I 21,440 sq. ft. Phase II	5,786 sq. ft. + balconies * 12,900 sq. ft. + balconies *
Front yard	0'	adequate
Side yards (Res. use per R-5)	11' each side	10' and 42' Phase I 20' and 42' Phase II
Rear yard (Through Lot)	0' Through lot	adequate
Building height	3 stories/40'	4 stories/49' *

Site Design	Required	Proposed
Number parking stalls	59 Residential – Phase I 25 Library <u>23 Retail</u> 107 total Phase I 132 Residential – Phase II <u>34 Retail</u> 166 Total Phase II Total Phase I & II = 273	81 surface Phase I <u>88 garage</u> 169 total Phase I 139 garage Phase II <u>17 surface</u> 156 total Phase II Total Phase I & II = 325
Accessible stalls	4 Surface - Phase I 2 Garage (res) Phase I 1 Surface - Phase II 3 Garage (res) Phase II	4 surface - Phase I 2 garage(res) Phase I 1 surface (1) Phase II
Loading	2 (10' x 35') (1 res, 1 ret-Ph I) 3 (10' x 35') (2 res, 1 ret-Ph II)	(2)
Number bike parking stalls	43 Residential Phase I 6 Retail 57 Residential Phase II <u>4 Retail</u> 110 Total	(3)
Landscaping	Yes	(4)
Lighting	Yes	(8)

Other Critical Zoning Items	
Urban Design	Yes
Historic District	No
Landmark building	No
Flood plain	No
Utility easements	No
Water front development	No
Adjacent to park	No
Barrier free (ILHR 69)	Yes

With the above conditions, the proposed project **does** comply with all of the above requirements.

* Since this project is being rezoned to the **(PUD)** district, and there are no predetermined bulk requirements, we are reviewing it based on the criteria for the **C-1** district, because of the surrounding land uses.

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 24, 2006

TITLE: 505-550 Midvale Boulevard, Midvale
Plaza Redevelopment, PUD(GDP-SIP),
Mixed-Use Development. 11th Ald. Dist.
(02988)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 24, 2006

ID NUMBER:

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Lisa Geer, Robert March, Michael Barrett, Todd Barnett, and Cathleen Feland.

SUMMARY:

At its meeting of May 24, 2006, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP), mixed-use development for Midvale Plaza located at 505-550 Midvale Boulevard.

Appearing on behalf of the project were Ald. Tim Gruber, Paul Cuta, Bruce Simonson, Joseph Krupp, Chris Armstrong, Rachel Martin and Laura Brown. Appearing in opposition to the project were Don Severson, Bonnie McMullin-Lawton, Paul Haskew, Denise Lamb, Bill Orosz, Pat Christy, Brenda Sebel, Tom Talerico, Anna Strenski, Pamela Mather, Michelle Quinn, Steven Welch, Anna M. Spengler, Paul Baker, Nancy Kendrick, Brandon Casto, Mariah Quinn and Kyle Friedow. Appearing neither in support nor opposition was Mark Shahan.

The primary modifications of the plan consist of the following:

- The northerly access to lower level parking off of the northeasterly corner of the Phase II structure on Caromar Drive has been eliminated in favor of a driveway access off of the northwesterly corner of the Phase II development on Midvale Boulevard.
- The four-story element along Midvale Boulevard has been moved inbound facing onto the interior courtyard allowing for setbacks and stepbacks as previously proposed. The second entry to the Library Building has been added at the center of the lower level façade directly opposite the parking lot entry to the building on Tokay Boulevard.
- The applicant noted that the relocated driveway entry to lower level underground parking on Midvale Boulevard was conditional on whether the residential units within Phase II were rental or owner-occupied. The applicant requested the option to relocate the driveway to Caromar Drive if developed as owner-occupied condominiums due to market issues. The change from rental housing to condominium development would result in a downward adjustment of units from 100 to 75 units within Phase II.
- Krupp emphasized his opinion that the project was consistent with the provisions of the City of Madison Comprehensive Plan relative to mixed-used districts. In addition, it was noted that conditional approval was requested for the overall PUD(GDP) for the redevelopment proposal with PUD(SIP) approval only for Phase I consisting of the southerly ½ of the development site including the library, various retail/commercial tenants spaces, and upper level residential development.

Following the presentation, area residents registered in opposition, distributed several handouts to the Commission and spoke in length on details within the distributed information relevant to density, traffic impacts, design, retail issues, and overall neighborhood compatibility concerns relevant to the redevelopment proposal. Several neighbors registered in support spoke favorably on the project and its relative merits. Ald. Tim Gruber spoke in support of the project noting the modifications to provide for dual entry to the Library Building and supporting Urban Design Commission approval based on neighborhood input with a request that the Commission look at pedestrian connections such as the stairway at Caromar Drive along with examining the different sizes and configurations of apartments and condos within the redevelopment proposal. Ald. Gruber noted his previous non-support of the project was affected by input from a recent planning conference "Nolen to Now" recently held at Edgewood College; which provided a better perspective on urban infill development such as the project as proposed.

Following the presentation, the Commission noted the following:

- Concern was expressed that the revised entry treatment for the library portion of the property did not provide for activation at the corner taking advantage of the civic nature of the building. Paul Cuta, representing the library, noted that future refinements to its design would address this issue in combination of creating a grand reading room area on this portion of the site.
- Relative to architecture, concerns were expressed as was previously stated with earlier considerations of the project with the introduction of traditional forms of architecture of this period in neighborhood; seems out of place. The project as currently proposed, appears to be a continuance of the same architectural form and style as previously requested to be modified by the Commission.
- Not persuaded that the project will negatively affect the neighborhood.
- Could be persuaded that corner plaza area could be further designed without acting as an entry feature to the library but disappointed with the loss of the alley pass-thru.
- Still concerned that previously stated issues with the landscape and site plan have not been addressed in addition to the elimination of the corner entry to the library where a large space/place needs and is provided with no program activity with nothing designed, happening and no active uses.
- Landscape plan still has issues. The red-twigged dogwood in front of the library is too tall and is inappropriate. Bicycle parking off of a stairway off of Caromar Drive is an issue, as well as other small issues relevant to the site landscape plan need to be resolved.
- Relevant to the garage issue, entry off of Midvale versus Caromar Drive, maintain the Midvale entry regardless of residential use either as condominiums or rentals.
- Need to resolve driveway cut-thru issues between Midvale Boulevard and Caromar Drive with the incorporation of traffic calming measures.
- Examine the possibility of providing for all retail along the ground floor level on Midvale Boulevard in addition to a full four stories.
- Like efficiency of the project in regards to access to services.
- Need to see more details on tree islands.
- Bothered by the lack of activation on the corner of Tokay and Midvale Boulevards; no pedestrian movement in area. The architecture is too busy with no synergy; façade is a bit overworked with too much of a variety of different things.
- No serious reservations on the project as a whole, share reservations of neighbors on four versus three stories, four stories along Midvale Boulevard could be explored.
- More concern with architecture not right for this neighborhood. Reluctant to approve. It is based on promise of future work, need more than tweaking, needs more work on architecture.

- Have strong architectural concerns relative to holding of the corner and prefer four stories at inter-court as proposed because Midvale is still a low-rise street.
- The building needs to be simpler, less color. Needs to look like a commercial building not a house.
- Concern with library reading like a library. Too many things going on architectural with no unifying elements across the façade.

ACTION:

On a motion by March, seconded by Barnett, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion required the following:

- The architecture shall be reexamined to simplify and provide for unifying elements with consideration for reestablishing the cut-thru as well as providing more attention to the corner treatment at Tokay and Midvale Boulevards.
- Reexamine the mechanical room at the corner of Caromar Drive and Tokay Boulevard to incorporate a rain garden and more open space. Strong encouragement to reestablish the previously approved cut-thru off of Midvale Boulevard.
- The direction of architecture still is not appropriate in context to neighborhood; modify as previously requested.
- The garage entrance is to be maintained as shown on the Midvale Boulevard regardless of its future residential use either condominiums or rental units.
- Coordinate with Madison Metro the maintenance of the bus stop adjacent to the redevelopment site.

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 5.5, 6, 6, 6.5, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 505-550 Midvale Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	7	-	-	-	6	8	7
	6	5.5	6	6	-	6	7	6.5
	-	6	7.5	-	-	6.5	7	7
	6	6	5	-	-	6	7	6
	5	5	6	-	-	5	5	5
	6	6	7	6	-	7	7	6
	5	6	4	6	-	5	6	5.5

General Comments:

- Appropriate scale for a neighborhood center – excellent urban design.
- Building architecture is overworked. This is a neighborhood center and can compliment the existing neighborhood and also be different. Less color, fewer material and façade change would be preferred. Let the library read as a library – distinct and different from residential buildings.
- Architecture needs work: it’s currently too chaotic, too polychrome, and does not express the library as an integrated entity. Improvements to massing and access.
- Looking forward to receiving the next iteration that “unifies” and “simplifies” the 2 buildings. Also look forward to library architect designing a civic building, including an engaging corner. Also, keep ingress/egress of Phase II building off of Midvale, not Caromar.
- Architecture still doesn’t belong in this neighborhood. Still would be better if only 3 stories.
- Nice project overall; this will be a very nice town center. The one major drawback is the lack of civic, pedestrian activated corner at the intersection of 2 major streets.
- Architecture still feels incongruous with neighborhood. Egress off of Caromar to Midvale good. Street entry for library good. Lower parking garage...to lower building (at residential component). Full building footprint of library to east to allow for corner entry for retail. Increased retail possible with locking businesses in? Prefer retail “court” effect. Disappointed to lose cut-through from Midvale to parking court.
- Alternative underground entrance off Midvale is preferred. Entrance off Tokay is acceptable for the library. Bike parking off stairs is not very practical. Moving of the bus stop west of Midvale Boulevard on Tokay is contrary to safety and use. There are still problems with the parking lot layout including the small island sizes and parking along main lot entrance. Large size shrubs like red twig dogwood is not appropriate here. Ribbon style racks not acceptable, 4-racks are preferred. Corner Midvale/Tokay plaza out of proportion if no activity is planned.

13



Madison Metro Transit System

1101 East Washington Avenue
Madison, Wisconsin, 53703
Administrative Office: 608 266 4904
Fax: 608 267 8778



June 9, 2006

TO: Plan Commission
FROM: Timothy Sobota, Transit Planner, Metro Transit
SUBJECT: **505 South Midvale Boulevard – Midvale Plaza Redevelopment**

Metro Transit has reviewed the subject development and has the following comments.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. The applicant, in their letter of intent dated April 26th, states a request for creation of on street parking along the north side of Tokay Boulevard, east of Midvale Boulevard. This would partially conflict with the No Parking zone posted in conjunction with the existing Metro bus stop location #2540 in the area immediately east of Midvale Boulevard.
2. Metro Transit will be siting a new bus stop locations on the north side of Tokay Boulevard, west of Midvale Boulevard, and on the west side Midvale Boulevard, south of Tokay Boulevard, to accommodate new route service starting in August of this year (see attached diagram).
3. The applicant shall either purchase and transfer ownership of, or reimburse Metro Transit for the costs associated with, a concrete passenger boarding pad and bench seating amenity to be located at one of the bus stop locations serving the redevelopment parcel at the intersection of Midvale Boulevard and Tokay Boulevard. Metro Transit will determine which of the bus stops at this intersection is best suited for the placement of this amenity based upon the eventual on street parking arrangements and transit ridership demands.

GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

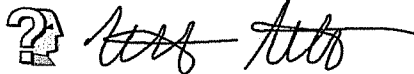
4. Metro Transit operates bus service seven days a week along Tokay Boulevard. Metro bus stop #2540 is located on the north side of Tokay Boulevard, east of Midvale Boulevard. Current frequency of this serving along Tokay Boulevard is every 30 minutes during weekday peak periods, and once an hour mid-days, evenings, and all day on weekends & holidays.
5. Metro Transit has planned for increased service frequency, beginning in August of this year, to the corner of Midvale Boulevard and Tokay Boulevard – involving a direct connection from the Allied neighborhood to the Sequoya Library branch located on this redevelopment parcel. This service planning was partly in response to the proposed increase in both commercial and residential density of this site, and the beneficial increases in potential transit ridership stemming from this redevelopment proposal.

June 9, 2006

Page 2

6. Due to the routing pattern of the added transit service (which will increase the frequency of service on weekdays, weekends and holidays to once every thirty minutes – between this intersection and the West Transfer Point facility at Whitney and Tokay), new bus stops at this intersection will be required (see attached intersection diagram). This would permit existing stop #2540 east of Midvale Boulevard to be closed and relocated to the new stop site being added west of this intersection, creating additional space available for the City of Madison to permit on street parking. Consolidating the westbound bus stop location would also eliminate passenger confusion about which stop to use for travel towards the West Transfer Point at any given time during the day.
7. Metro Transit requests to sign and review final documents submitted for this project.

Please contact Tim Sobota, Metro Transit at 261-4289
or by email at <tsobota@cityodmadison.com>
if you have questions regarding the above items.



Digitally signed
by Tim Sobota
Date: 2006.06.09
10:57:15 -06'00'

CC: Project contact person, Joe Krupp: jkrupp@kruppconstruction.com (email)

Atch. Intersection diagram showing bus routing patterns and stop locations at the Midvale Boulevard-Tokay Boulevard intersection.

**REDEVELOPMENT SITE
505 S Midvale Bl.**

Route 6 towards West Tfr Pt
Headway 30/60/60/-

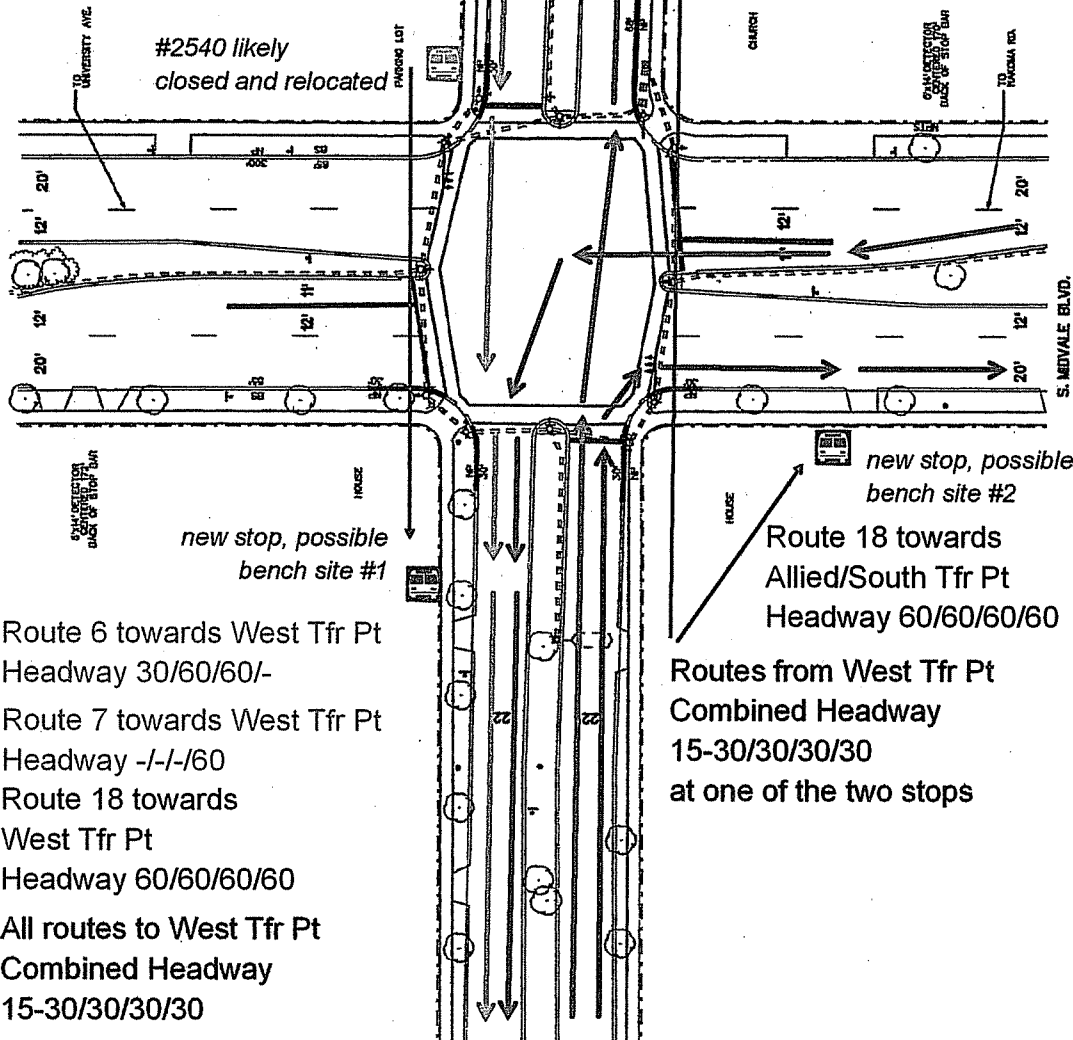
Route 7 towards West Tfr Pt
Headway -/-/60

#2540 likely
closed and relocated

#2111 has shelter
no changes

Route 6 towards downtown
Headway 30/60/60/-

Route 7 towards downtown
Headway -/-/60



new stop, possible
bench site #1

new stop, possible
bench site #2

Route 18 towards
Allied/South Tfr Pt
Headway 60/60/60/60

Route 6 towards West Tfr Pt
Headway 30/60/60/-

Route 7 towards West Tfr Pt
Headway -/-/60

Route 18 towards
West Tfr Pt
Headway 60/60/60/60

All routes to West Tfr Pt
Combined Headway
15-30/30/30/30

Routes from West Tfr Pt
Combined Headway
15-30/30/30/30
at one of the two stops

Headway (in minutes) between trips during
peak/midday/evening/sat,sun&hol; eff. 27 Aug 2006

7602

S. MIDVALE BLVD. & TOKAY BLVD.
CITY OF MANASSAS, VIRGINIA
DEPARTMENT OF TRANSPORTATION
DIVISION OF TRAFFIC ENGINEERING

MIDVALE PLAZA REDEVELOPMENT PLANS

OPINION SURVEY

RESPONSES & REPORTS

STEERING COMMITTEE (Exec. Comm.)

Brian Tennant, Co-Chair

516-2109 (cell), 233-2482

Betsy Hauser, Co-Chair

236-4211 (H), 250-1084 (O)

Don Severson, Survey Spokesperson

577-0851 (cell), 238-8300 (O)

Denise Lamb

233-3755

Conducted & Compiled by

WESTMORLAND NEIGHBORHOOD ASSOCIATION

AND

MIDVALE HEIGHTS COMMUNITY ASSOCIATION

APRIL 2006

RESULTS of APRIL, 2006 OPINION SURVEY RESPONSES (646 of 2451 Neighbors = 26.4%) RE: Midvale Plaza Redevelopment Plans

1. Upgrade and modernization of MP is Desirable/Questionable/Undesirable
 Percent of Response
 Strength of Opinion

0	100	200	300	400	500	600	700
	70	295	206	515	64	30	
	12%	52%	36%	85%	10%	5%	
	8.54	7.01	8.17	8.58	7.38	9.23	

2. Amount of commercial space is Too much/About right/Not enough
 Percent of Response
 Strength of Opinion

0	100	200	300	400	500	600	700
	70	295	206	515	64	30	
	12%	52%	36%	85%	10%	5%	
	8.54	7.01	8.17	8.58	7.38	9.23	

3. Number of rental units is Too many/About right/Not enough
 Percent of Response
 Strength of Opinion

0	100	200	300	400	500	600	700
	504	90	4	84%	15%	1%	
	8.86	6.80	8.75				

4. Number of condos is Too many/About right/Not enough
 Percent of Response
 Strength of Opinion

0	100	200	300	400	500	600	700
	360	193	32	62%	33%	5%	
	8.82	6.59	8.69				

5. Number of stories for buildings is Too many/About right/Not enough
 Percent of Response
 Strength of Opinion

0	100	200	300	400	500	600	700
	452	129	4	77%	22%	1%	
	9.11	7.13	8.25				

6. Architectural design & facades Desirable/Needs modification/Undesirable
 Percent of Response
 Strength of Opinion

0	100	200	300	400	500	600	700
	217	172	83	36%	18%		
	6.83	7.73	9.19				

7. Impact of traffic is of Great concern/Some concern/No concern
 Percent of Response
 Strength of Opinion

0	100	200	300	400	500	600	700
	396	172	26	67%	29%	4%	
	9.48	6.89	7.46				

RESULTS of APRIL, 2006 OPINION SURVEY RESPONSES (646 of 2451 Neighbors = 26.4%) RE: Midvale Plaza Redevelopment Plans

8. Traffic flow is
Poorly designed/Adequate/Well designed
 Percent of Response 273 300 400 500 600 700
 56% 188 29
 38% 6%
 Strength of Opinion 8.71 6.21 6.59

9. Safety issues have been addressed
Satisfactorily/Unsatisfactorily
 Percent of Response 86 100 200 300 400 500 600 700
 18% 381
 82%
 Strength of Opinion 6.44 8.46

10. Parking spaces are
Not enough/Enough/Too many
 Percent of Response 357 400 500 600 700
 67% 164 12
 31% 2%
 Strength of Opinion 8.46 6.66 7.92

11. Provisions for water run-off are
Well designed/Inadequately designed
 Percent of Response 191 200 300 400 500 600 700
 54% 160
 46%
 Strength of Opinion 6.26 8.08

12. Project will contribute to quality of area
Positively/Negatively/Unsure
 Percent of Response 184 200 300 400 500 600 700
 34% 241 118
 44% 22%
 Strength of Opinion 8.22 9.11 7.29

13. The project "fits" the neighborhoods
Positively/Negatively/Mixed
 Percent of Response 119 100 200 300 400 500 600 700
 22% 266 155
 7.88 49% 29%
 Strength of Opinion 7.88 9.29 7.18

SUMMARY OF OPINION SURVEY RESULTS

RE: MIDVALE PLAZA REDEVELOPMENT PROPOSAL

Distributed to Westmorland and Midvale Heights Neighborhoods, April 2006

GENERAL INFORMATION

1. "Opinion Surveys" Mailed **2,451**; "Surveys" Returned **646**; Percentage Returned **26.4%**
2. Responses received from virtually every street in both neighborhoods.
3. An average strength of opinion of 7.50 and above is statistically significant.
4. Verbatim "Comments" provide context for the objective responses.
(See page 7 for addresses to access documents for all "Comments" submitted)
5. See the "Comments" documents for details by respondents on issues & recommendations.

DATA RESULTS AND COMMENT SUMMARIES

[The following bullet points are representative of the comments submitted for each response category and are not listed in any particular order.]

1. An upgrade and modernization of the existing Midvale Plaza is

- a. **Desirable** 515/609 Responses = 85% 8.58 Strength of Opinion
 - Presently an eyesore, looks neglected and rundown ▪ Detracts from neighborhood, unattractive-blighted look and dilapidated ▪ State of deterioration is unacceptable ▪ Underutilized ▪ No housing ▪ Fully-vibrant retail space only needed for existing Plaza ▪ Don't push out current businesses, keep local business ▪ Expand library ▪ A unique neighborhood resource central to neighborhoods ▪ Add green space ▪ Need to protect watershed
- b. **Questionable** 64/609 Responses = 10% 7.38 Strength of Opinion
 - Update, but not at 4-four stories ▪ Only if it fits neighborhood ▪ Proposed change too extreme ▪ Environmental and safety concerns ▪ Commercial ok, residential expansion undesirable
- c. **Undesirable** 30/609 Responses = 5% 9.23 Strength of Opinion
 - Parking problems ▪ Expansion = pollution ▪ Enough retail now, need for more library space

2. The amount of proposed commercial space is

- a. **Too much** 70/571 Responses = 12% 8.54 Strength of Opinion
 - Other commercial close by at Hilldale and Westgate ▪ Adds to parking and traffic problems ▪ Trouble now with vacancies
- b. **About right** 295/571 Responses = 52% 7.01 Strength of Opinion
 - Not likely to change, keep existing mix and keep locally owned ▪ Keep neighborhood, residential, service, walk-in oriented ▪ Affordable services, not specialty/trendy ▪ Make retail space flexible for change in kind and size

- c. **Not enough 206/571 Responses = 36%** **8.17 Strength of Opinion**
▪ Don't reduce from present, maintain current level at least ▪ Expand variety ▪
Keep locally owned ▪ Ratio of commercial to residential should be higher ▪
Save driving and fuel use ▪ Serve as more of a neighborhood draw

3. The number of proposed rental apartments is

- a. **Too many 504/598 Responses = 84%** **8.86 Strength of Opinion**
▪ Too many in a compact area ▪ Too many for neighborhoods ▪ Too dense ▪
Too many floors ▪ There are already apartments next door ▪ Causes traffic,
parking, congestion, noise pollution and environmental problems ▪ Lack of
demand with high vacancy rates in city now ▪ Not congruent with
neighborhood tradition and history ▪ Reduce the stories ▪ Make more condos
and less apartments ▪ Renters don't take a stake in neighborhood, need owner
occupied ▪ Questions of affordability ▪ Changes demographics and creates
transient population ▪ No rental units ▪ Has impact on park usage ▪ Not in
balance with neighborhoods ▪ Negative impact on property values ▪ Problems
with height of buildings ▪ Nothing added to livability of current residents ▪
Inconsistent with scale of neighborhood
- b. **About right 90/598 Responses = 15%** **6.80 Strength of Opinion**
▪ More condos, less rentals ▪ OK, nice higher density ▪ Like mixed-use
development ▪ Owner-occupied a plus ▪ Helps prevent sprawl
- c. **Not enough 4/598 Responses = 1%** **8.75 Strength of Opinion**
▪ Must be redeveloped to avoid sprawl

4. The number of proposed residential condominiums is

- a. **Too many 360/585 Responses = 62%** **8.82 Strength of Opinion**
▪ Madison is overbuilt, too many already downtown and Hilldale ▪ Increased
traffic and parking problems ▪ Should be no condos, only retail ▪ Changes
character of neighborhood ▪ Crammed into a very limited space ▪
Overemphasis in relation to retail ▪ City-wide vacancy rate is high ▪ Too dense
and too many stories for space and scale ▪ Overpowering for site ▪ Need to
retain friendly and comfortable neighborhood feel
- b. **About right 193/585 Responses = 33%** **6.59 Strength of Opinion**
▪ Adds value to neighborhood ▪ No more than 50
- c. **Not enough 32/585 Responses = 5%** **8.69 Strength of Opinion**
▪ Owner occupied makes them desirable for the neighborhoods ▪ Prefer all
condos ▪ Opportunity for older residents to stay in neighborhood ▪ All
residential should be owner-occupied, the best asset ▪ Provides vested interest
in neighborhood

5. The number of proposed stories for the buildings is

- a. **Too many** 452/585 Responses = 77% 9.11 Strength of Opinion
▪ 2 stories at most to fit neighborhoods ▪ 3 and 4 stories unacceptable ▪ Plans change the feel of whole neighborhood ▪ Make all buildings 1 story to fit neighborhoods ▪ Too high for these neighborhoods, this area is not Hilldale ▪ Developer benefits, neighborhoods adversely affected ▪ Impact on value and sale-ability of homes in the area ▪ Another Hilldale not needed and that is only 3 stories ▪ Out of sync and out of scale with neighborhoods ▪ Plans too dominant and imposing ▪ Poses variety of problems, including traffic ▪ Too much shade and obstruction and too little green space ▪ This is not an urban neighborhood, it is a residential home area ▪ Not of human scale or pedestrian, child or elderly friendly
- b. **About right** 129/585 Responses = 22% 7.13 Strength of Opinion
▪ A second story is OK ▪ Helps reduce sprawl ▪ Must be advantageous to developer AND neighborhoods ▪ OK assuming upper stories are set back ▪ Alignment can offset feeling of mass ▪ Good use of prime real estate ▪ Infill better than sprawl ▪ A neighborhood center-good location for more height
- c. **Not enough** 4/585 responses = 1% 8.25 Strength of Opinion
▪ Could be a high rise

6. The proposed architectural design and facades of the buildings are

- a. **Desirable** 217/472 Responses = 46% 6.83 Strength of Opinion
▪ Nothing to get excited about ▪ Nice for another location ▪ Well done, good overall look in design, color and texture ▪ Varied facades help with scale ▪ Good improvement ▪ Garden design is nice ▪ Looks nice, just doesn't belong in this spot ▪ Average contemporary design
- b. **Needs modifications** 172/472 Responses = 36% 7.73 Strength of Opinion
▪ Should change it with fewer stories ▪ Could soften it a bit ▪ Somewhat generic/ boring, too much like others in Madison ▪ Needs to blend with homes in neighborhoods ▪ Too much housing and too urban ▪ Needs more modern/progressive/prairie style look ▪ Suggests congestion ▪ Library identity needs improvement ▪ Seems like a hulk, not in keeping with neighborhoods ▪ Respect the ranch style neighborhoods ▪ Doesn't integrate well and should complement the predominant architectural style of the surroundings
- c. **Undesirable** 83/472 Responses = 18% 9.19 Strength of Opinion
▪ Looks out of place ▪ Too generic ▪ Too big, doesn't fit, out of scale ▪ Should complement and not distract ▪ Keep small town feel ▪ Looks like pseudo row houses

7. The impact of traffic on the neighborhoods is of

- a. **Great concern 396/594 Responses = 67% 9.48 Strength of Opinion**
▪ Too many cars-unfriendly to children and elderly ▪ Traffic belongs on Midvale and not on Caromar ▪ Concern about proximity to Midvale Elementary school ▪ Too much noise and other pollution ▪ Impact of traffic on streets and street parking ▪ Owen Dr. and Caromar shouldn't become main thoroughfares ▪ Midvale/Tokay intersection extremely unsafe ▪ Safety all around is compromised ▪ Traffic problems are the biggest threat to neighborhoods ▪ Big impact on Caromar-narrow street and on-street parking ▪ Pedestrian/child crossing Plaza driveways and school cross-walks in neighborhoods will be more dangerous ▪ Heavy congestion during rush hours ▪ Speeders on Midvale, Tokay and Owen are problems ▪ Inhibits user friendly neighborhoods
- b. **Some concern 172/594 Responses = 29% 6.89 Strength of Opinion**
▪ School cross-walks affected ▪ Impact on side streets ▪ Tokay not a good arterial street ▪ Traffic on Midvale a concern to elderly, pedestrians and bikers
- c. **No concern 26/594 Responses = 4% 7.46 Strength of Opinion**
▪ Encourages more pedestrian and bike use ▪ Attraction to live there

8. Traffic flow in and out of the Plaza property is

- a. **Poorly designed 273/490 Responses = 56% 8.71 Strength of Opinion**
▪ Need entry/exit access on Tokay ▪ No left turn cut through Midvale median—dangerous, poor placement and too close to traffic light ▪ Needs much more work ▪ Too much feeding onto Caromar ▪ Needs lane markings for traffic and bikes on Tokay and Midvale and intersection ▪ Possible backups when queuing at turns ▪ Too much congestion ▪ Volume of traffic and crossing of traffic on Caromar ▪ Child safety issues ▪ Greatly reduced density will help traffic flow ▪ Design won't handle increase in traffic ▪ No good way to design for too much traffic
- b. **Adequate 188/490 Responses = 38% 6.21 Strength of Opinion**
▪ Not busy enough to be a serious issue ▪ Needs traffic engineering refinement ▪ Good to align east exit with Owen Dr. ▪ Adequate for present, but not for planned project ▪ Needs more study ▪ Leave current accesses alone
- c. **Well designed 29/490 Responses = 6% 6.59 Strength of Opinion**
▪ Cut through on Midvale should prevent excessive use of Caromar ▪ An improvement over existing flow

9. Pedestrian and bike safety issues have been addressed

- a. **Satisfactorily** 86/467 Responses = 18% 6.44 Strength of Opinion
▪ Not enough information ▪ Unsure ▪ Don't know ▪ Pedestrians feel safe now ▪ Shouldn't change much from now
- b. **Unsatisfactorily** 381/467 Responses = 82% 8.46 Strength of Opinion
▪ Dangerous for cars, pedestrians, bikers, elderly and all ▪ Problems of accessibility ▪ Too congested ▪ Driveways and streets crossings too dangerous ▪ Design has done nothing to change anything yet ▪ Less density would help ▪ Should be the number 1 issue to be addressed ▪ Safety of pedestrians, bikers, elderly is compromised ▪ Neighborhoods have not been considered ▪ Access is limited ▪ Forces pedestrians, bikers, etc. to cross through internal traffic ▪ Needs more input by neighborhoods and parents ▪ Access to library limited ▪ Proximity to elementary school adds safety concerns ▪ Just what is the safety plan? ▪ Cut through the median on Midvale is dangerous ▪ Buildings too close to sidewalks ▪ How is lighting addressed?

10. The number of spaces for public parking for commercial outlets and the library is

- a. **Not enough** 357/533 Responses = 67% 8.46 Strength of Opinion
▪ Library expansion will necessitate more parking ▪ Proposed stalls insufficient unless development is downsized ▪ Less than half of current number of spaces and the library is doubling in size ▪ Will force more street parking which is already a limited quantity and will create more of a safety issue ▪ No room for guests to residential units ▪ Where will employees park? ▪ Madison ordinance is 1 stall per 300 gross square feet of building ▪ Will create a lot of congestion if not expanded ▪ Crams too much into too little space ▪ No parking, no shopping on library visits
- b. **Enough** 164/533 Responses = 31% 6.66 Strength of Opinion
▪ Reduce the number of apartments/condos, then enough ▪ Will be a lot of foot traffic from neighborhoods ▪ Will encourage alternatives ▪ Larger surface lot undesirable ▪ Don't make cars the focus ▪ Enough if renters don't use it
- c. **Too Many** 12/533 Responses = 2% 7.92 Strength of Opinion
▪ Plaza is on bus line, add another line ▪ Reduction is good, meets goal to discourage autos ▪ Add more bike parking

11. Provisions for storm-water run-off are

- a. **Well-designed** 191/351 Responses = 54% 6.26 Strength of Opinion
▪ Not enough specific information to evaluate ▪ Not enough data to make suggestions ▪ Green roof idea a good one ▪ Needs more study, analysis and planning ▪ Developer should show more leadership ▪ Pervious surfaces necessary
- b. **Inadequately-designed** 160/351 Responses = 46% 8.08 Strength of Opinion
▪ Need specific useful proposal ▪ Developer discussions with Friends of Lake Wingra for real input and action is a must ▪ Environmental impact of this project should be taken very seriously ▪ Encourage pervious surfaces ▪ Can't afford more pollution of the lakes ▪ Should be no storm-water run-off with proper design ▪ Green space important ▪ Non-binding promises not good enough ▪ Include water filtering system

12. The proposed project will contribute to the quality of the neighborhoods

- a. **Positively** 184/543 Responses = 34% 8.22 Strength of Opinion
▪ Library expansion ▪ Updating and rehabilitation of the retail outlets ▪ Can be a benefit if done right ▪ Only if housing units are reduced ▪ Will help avoid urban blight in the neighborhoods ▪ Anything is an improvement from the current condition of the property ▪ Proper design would integrate better with the neighborhoods
- b. **Negatively** 241/543 Responses = 44% 9.11 Strength of Opinion
▪ Too much traffic ▪ Buildings too tall ▪ Would seem to ruin what is now a wonderful and good looking neighborhood ▪ Definitely too tall, massive in scale, too dense, short on parking as proposed ▪ Adverse impact on property values of nearby residences in particular ▪ Safety of pedestrians, bikers and elderly, as well as traffic safety compromised ▪ Environmental impact ▪ Creates congestion ▪ Turns nice residential neighborhood into mini downtown
▪ Apartments promote transient dwellers typically with less stake in the neighborhoods and little sense of 'belonging' ▪ Overwhelms ▪ Changes the residential values of the neighborhoods ▪ Questionable social responsibility ▪ This project should not be another Hilldale nor Nakoma area ▪ More and bigger doesn't mean better
- c. **Unsure** 118/543 Responses = 22% 7.29 Strength of Opinion
▪ A mixed bag—depending upon traffic and safety issues, density and scale, library expansion, availability and mix of retail stores, etc. ▪ Depends upon design, scale and tenants ▪ Fewer stories and units ▪ Needs to be understanding that "quality of life" in the neighborhoods matter ▪ Not sure of how pluses and minuses will balance ▪ Shopping center needs to change, but why so drastically?

13. The proposed re-development project “fits” the character of the neighborhoods

- a. **Positively** 119/540 Responses = 22% 7.88 Strength of Opinion
 - Helps meet need for urban infill and less sprawl ▪ Preserving and expanding the library ▪ May be opportunity for older residents to stay in the neighborhoods when ready to leave their homes ▪ It would diversify the neighborhoods ▪ “Fits” does not mean “replicate” ▪ Denser, urban design is forward-thinking ▪ Has positive sustainability features

- b. **Negatively** 266/540 responses = 49% 9.29 Strength of Opinion
 - Not in keeping with character of neighborhoods in style, height or housing demographics ▪ Not needed with all the apartment and condo building going on in city, especially close by at Hilldale and downtown ▪ Undesirable consequences with traffic, safety, environment and “quality of life” issues ▪ Size, scale and density do not fit nor add to the character of the neighborhoods ▪ These are single-family neighborhoods for a mile in every direction ▪ Disruptive ▪ Not “friendly” to the neighborhoods ▪ Too urban ▪ Changing a good thing ▪ Overpowering to the neighborhoods ▪ Impact on movements of children, pedestrians and elderly, of whom there are plenty

- c. **Mixed** 155/540 Responses = 29% 7.18 Strength of Opinion
 - It could fit, but will it? ▪ 2 stories best, 3 stories possibly, 4 stories detrimental ▪ Library plans are great, but serious concerns about the rest of the project ▪ Looks ok, but it is too big ▪ Concerns about adding rentals and loss of retail ▪ Face-lift much needed ▪ Architecture is nice but scale is big issue ▪ Depends on the mix of retail and dealing with traffic, parking, etc.

A complete compilation of the verbatim response “Comments” to questions on the **Opinion Survey** is available at:

<http://Midvale.wordpress.com> - A blog site established expressly for the Midvale Plaza Redevelopment project.

www.westmorland-neighborhood.org - The official website for the Westmorland Neighborhood Association, with a link to the blog site listed above.

www.midvaleheights.org -The official website for the Midvale Heights Community Association, with a link to the blog site listed above

Sequoia Library, 513 South Midvale Blvd., has hard copies of the compilation of verbatim response “Comments” sorted by neighborhood street name and block and by Survey topic and response choices.

OPINION SURVEY
BACKGROUND INFORMATION
Midvale Plaza Redevelopment Proposal

The boards of directors of the Westmorland Neighborhood and Midvale Heights Community Associations have approved a steering committee to coordinate and represent neighbors' views of the Proposed Midvale Plaza redevelopment project.

The background information has been obtained from the following sources:

1. Sequoia Public Library, 513 South Midvale Blvd. Available for review is a copy of the architect's presentation report about the project to the City Urban Design Commission, February 22, 2006. The report includes drawings and renderings.
2. Krupp General Contractors, Madison
3. City of Madison
 - a. Urban Design Commission
 - i. Architect's submission:
<http://legistar.cityofmadison.com/attachments/3453.pdf>
 - ii. Urban Design Report:
<http://legistar.cityofmadison.com/attachments/3647.pdf>
 - b. District Alder: Tim Gruber, district11@cityofmadison.com

BACKGROUND INFORMATION

The following background information is listed below in the same order as the items are listed in the Opinion Survey.

- Visit the actual site of the Plaza at the intersection of Tokay and Midvale Boulevards.
- Commercial space in the existing shopping center building is 38,657 square feet, including about 11,000 square feet occupied by the existing Sequoia library. Commercial space proposed for the ground level of the Phase 1 building is 28,000 square feet, including 20,215 square feet for the new library. Commercial space proposed for the Phase 2 buildings is 10,000 square feet.
- The number of proposed rental units for the four (4) stories of the Phase 2 buildings is 99.
- The number of proposed residential condominiums for the three (3) upper stories of the Phase 1 building, above the library and the retail space, is 42.
- The total number of proposed stories for both the Phase 1 and Phase 2 buildings is four (4).
- Sketches of the proposed architectural design and facades of the buildings are available at the Sequoia Library and by visiting the Urban Design web site.

Continued on Back...

OPINION SURVEY
BACKGROUND INFORMATION

Midvale Plaza Redevelopment Proposal

- The City Traffic Engineering Department has stated the Plaza redevelopment will create 1400 additional auto trips per day, with most of the traffic on Midvale and Tokay Boulevards and Caromar Drive.
- Traffic flow in and out of the Plaza property will result from: the placement of driveways from the residents' underground parking onto Caromar Drive; the placement of a driveway from the surface parking aligned with Owen Drive on the east and the current driveway on the west adjusted 30 feet to the north onto Midvale Blvd. for north bound traffic; a proposed cut-through the Midvale Blvd. median for south-bound traffic to make a left turn into the Plaza; and, no traffic driveway for the property with Tokay Blvd.
- No specific pedestrian and bike safety information has been made available. See the renderings for the property layout at Sequoya Library or at the Urban Design Commission web site.
- The current number of surface parking spaces for public parking for the commercial outlets and the library is over 200. The proposed number of surface parking spaces for commercial outlets and the library is 98. Proposed underground parking for residents of Phase 1 is 85 stalls, for an average of 2.0 stalls for each unit; and, 139 parking stalls for residents of Phase 2, for an average of 1.4 stalls per unit.
- The developer is discussing with the Friends of Lake Wingra various options to mitigate storm water run-off from the site. The site currently contributes the largest volume run-off in the Lake Wingra watershed. The developer intends to use pervious surface techniques in paving the parking lot and by utilizing green roof technology in the courtyard of Phase 2 and on the second level of Phase 1. Water filtering technologies may also be considered.
- Considerations for assessing whether the project contributes to the quality of the neighborhoods might include: an expanded library; retail space; 140 additional housing units; four-story buildings; 1400 additional auto trips per day; public parking spaces; auto, bike and pedestrian safety; etc.
- Considerations for whether the project "fits" the character of the neighborhoods might include: style and type of current housing stock and public buildings in the surrounding area; ratio of rental units to owner-occupied residential units; architecture; use of green space; accessibility; etc.

Please complete and return the Survey in the enclosed envelope no later than April 7th. You can also drop the survey off at Sequoya Library.

OPINION SURVEY

Of the Current Midvale Plaza Redevelopment Proposal

The boards of directors of the Westmorland Neighborhood Association and Midvale Heights Community Association have approved a steering committee to coordinate and represent neighbors' views of the proposed Midvale Plaza redevelopment project. In an effort to identify and consolidate neighbors' opinions the steering committee has created the survey below. Responses will be shared with the Plaza owner, the developer and the City of Madison.

Your feedback is critical for the steering committee to effectively represent the interests and concerns of our neighborhoods. **Please complete and return this survey in the enclosed envelope no later than April 7, 2006.**

If more than one person in your household is completing this survey, use different colors of ink.

Necessary Information:	Block Number (i.e., 500 block) _____	Street Name _____
Optional Information:	Name _____	House Number _____
	Telephone Number _____	Email _____

Note: Background information about each of the topics below may be found on the enclosed fact sheet.

- An upgrade and modernization of the existing Midvale Plaza is
 Desirable Questionable Undesirable
 Strength of opinion is (1 is lowest, 10 is highest) (Circle one.): 1 2 3 4 5 6 7 8 9 10

Comment: _____

- The amount of proposed commercial space is
 Too much About right Not enough
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- The number of proposed rental apartments is
 Too many About right Not enough
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- The number of proposed residential condominiums is
 Too many About right Not enough
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- The number of proposed stories for the buildings is
 Too many About right Not enough
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

Continued on Back.....

OPINION SURVEY

Of the Current Midvale Plaza Redevelopment Proposal

- The proposed architectural design and facades of the buildings are
 Desirable Needs modifications Undesirable
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- The impact of traffic on the neighborhoods is of
 Great concern Some concern No concern
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- Traffic flow in and out of the Plaza property is
 Poorly designed Adequate Well designed
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- Pedestrian and bike safety issues have been addressed
 Satisfactorily Unsatisfactorily
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- The number of spaces for public parking for commercial outlets and the library is
 Not enough Enough Too many
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- Provisions for storm-water run-off are
 Well-designed Inadequately-designed
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- The proposed project will contribute to the quality of the neighborhoods
 Positively Negatively Unsure
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

- The proposed re-development project "fits" the character of the neighborhoods
 Positively Negatively Mixed
 Strength of opinion is: 1 2 3 4 5 6 7 8 9 10

Comment: _____

Please return survey by **April 7th** to: Steering Committee Survey, c/o 3901 Winnemac Ave., Madison WI 53711
 or drop it off at Sequoya Library. Thank you.

Midvale Plaza Redevelopment

Neighborhood Steering Committee Proposal

Submitted 6/15/06 for the 6/19/06 Planning Commission Meeting

Midvale Plaza Neighborhood Steering Committee Proposal

Based on the provisions of the Madison Comprehensive Plan and input gathered through a neighborhood-wide survey, the Steering Committee has developed the following guidelines which we believe are achievable goals for the Midvale Plaza redevelopment:

- Expanded, accessible library that is a community focal point
- Sufficient retail space in Phase I to permit the continuity of existing retail services
- Traffic flow that utilizes Midvale and Tokay Blvds. and minimizes spillover into the neighborhoods
- An ideal housing density of 57 (with an absolute maximum of 92 units)
- Building height at a maximum of three stories, with significant setbacks maintained on both the second and the third stories
- Design that honors the style and scale of the neighborhood architecture

Bonnie McMullin-Lawton	233-5109
Don Severson	238-8300
Anna Strenski	233-9364
Steven Welch	236-2883
Pamela Mather	233-2289
Tom Talerico	233-1503
Kyle Friedow	238-6586
Paul Haskew	238-7444
Denise Lamb	233-3755
Wynn Davies	238-1817
Michelle Quinn	238-1623
Brandon Casto	204-9013
Astrid Newenhouse	231-2622

Retail

Tenets of New Urbanism:

- Commercial centers should create a town square atmosphere by including civic buildings
- Neighborhood shops should provide day-to-day needs and be accessible by foot
- Local employers are preferred
- Retail development efforts must thoroughly understand customer base

Goals of Madison Comprehensive Plan:

- Retain neighborhood-based businesses and employers as centers of neighborhoods
- Promote existing commercial centers as a neighborhood amenities and destinations for residents
- Support small-scale retail establishments providing convenience goods or services in low-density residential areas
- Incorporate or improve on existing positive qualities when infilling existing neighborhoods

Midvale Plaza Currently Provides:

- Public library with meeting rooms and varied programs
- Day-to-day needs at pharmacy/convenience grocery that also houses branch post office and maintains ATM machine
- Bakery and ice cream shop, both gathering places for neighbors
- Reasonably good pedestrian access
- High percentage of local ownership for businesses
- Most characteristics that are the goal of New Urbanism/Comprehensive Plan

To Ensure Continuity, We Desire:

- Expanded library that is designed to serve as civic focal point
- Guarantees that current retailers will have space in redeveloped plaza
- Flexibility in new design to accommodate merchants' varied needs
- Market survey to determine appropriate current and future services
- Citizen Retail Committee to assist owner in locating/retaining appropriate merchants

Traffic

- Mixed use development predicated on use of Midvale Blvd and Tokay Blvd
- Current plan places burden on Caromar Dr. Such use supports Low Density development.
- Need to keep Phase II residential garage exit on Midvale Blvd.
- Need to have Phase I residential garage exit on Tokay Blvd.
- Need to have surface parking lot exit on Caromar Dr, hardscaped for R turn only.
- Assistance to prevent cut-through traffic necessitated.
- Connect underground parking lots of Phase I and Phase II for more flexible and safer traffic flow
- Keep parked cars away from major crossings: Tokay/Midvale intersection, Caromar/S. Owen Dr.

Parking and pedestrian safety

- Survey shows 70% of neighbors are concerned about project's impact on traffic
- Realities of Midvale and Tokay Blvds.
- Midvale Blvd exit is a half a block from school crossing for Midvale Elementary School.
- Bicyclists currently heavily use Tokay Blvd to connect to bike path.
- Most of Tokay designed for one lane of traffic
- Need longer stop light at Midvale/Tokay Blvd to allow for pedestrian crossing.
- Need added signage for slow speed limits on Midvale Blvd.
- Need raised crosswalks at 400 block of S. Midvale Blvd in front of Midvale Elementary School.
- Need raised crosswalk on Caromar Dr and S. Owen Dr. and line up crosswalk.
- Keep and increase underground parking for cars and bicycles.
- Keep speed bumps between the Midvale and Caromar surface parking entrances.
- Need additional surface parking to accommodate library employees, library patrons, retail employees, retail customers, and residential guest parking.
- Keep current location of Bus Stop on Tokay Blvd.
- Need to remove 7 parking spaces at Midvale Blvd surface parking entrance.
- Need comprehensive traffic study before any Midvale Plaza Redevelopment plan is finalized.

Density

Goal of Comprehensive Plan

- Infill projects should be compatible with neighborhood character
- The scale of the project should be appropriate in relationship to the scale of the neighborhoods
- Neighborhoods should have input into projects

Current Context of Neighborhood

- This project proposed by the developer increases the number of residential units in the Westmorland neighborhood by 15 percent ($142 \div 950$) and increases the number of rental units by 165 percent ($99 \div 60$). These increases are substantial and will drastically alter the context of the surrounding neighborhood
- Almost all the structures in the neighborhoods are single-family homes that are predominantly one-story, ranch style
- Neighborhoods exist now as a successful model supporting “new” urban infill
- Retail establishments are successful now with significant support by the neighborhoods without adding high density residential units

What We Desire (Our Guidelines)

- 16 residential units per acre = 57 units (infill NOT overfill). Protect Low-Density residential area from higher density encroachments
- 2 to 3 stories and use of significant setbacks
- Addition of some 3 bedroom units to accommodate families with children
- Minimizing street parking to maximize vehicle and pedestrian safety and hold insurance rates steady
- Reduction of Phase II scale by lowering the parking garage fully underground
- Expansion of retail space in Phase II by replacing residential units along Midvale
- Create more parking for employees and for visitors to residential units
- Requirement of more specificity from the developer for approval

Benefits of Our Guidelines

UDC-Plan Commission-City takes the lead in defining the character of low-density infill for this and similar future projects

- Successful lower density mixed-use contributes to the existing vitality of the neighborhoods and protects low-density residential neighborhoods like ours from higher-density encroachments
- Lower density protects neighborhood streets from over-use

Design

- The Comprehensive Plan: "balance redevelopment and development with the preservation of the unique character of Madison's existing neighborhoods"
- The midcentury modern homes, schools and churches that comprise this neighborhood have nothing in common with townhouse retro style
- Neighborhood style could better be reflected by single and two-story buildings offering a contemporary re-interpretation of the "longer, lower, wider" aesthetic of the period.
- UDC called for more green space in the design, but there is no increase in the latest drawings.
- Suggest incorporation of hardy native trees and shrubs.

Density- and Traffic-Related Urban Design Commission Concerns
(Source: UDC Meeting Minutes)

Concern	Topic Area	Site Plan Modification Made to Address Concern
<p>On a motion by Host-Jablonski, seconded by March, the Urban Design Commission referred consideration of the project, noting that it was uncomfortable with the four stories of the project, as proposed and noted in its previous review, with any modifications to the project to maintain the proposed step backs with the second floor to come out and losing upper stories.</p>	Density	
<p>Supports neighborhood on too high building height.</p>	Density	
<p><u>Three to four stories on Caromar Drive pushing it. Comfortable with three on Midvale (questionable four), two along Caromar Drive, with both condominium and rental units requiring more diversity in bedrooms.</u></p>	Density	
<p>Relevant to the urban context, Midvale area is not a typical arterial street, is not much commercial, a more residential, arterial street makes it appropriate to scale back the project.</p>	Density	
<p>If library wants to be a signature architectural statement/design, then why have the library entrance to the parking lot? <u>Reduce scale and investigate reducing heights along Caromar – retain setbacks and setbacks!</u> Library has to decide then bring back versus a full site plan – with entrance/exit along Midvale and/or Tokay. Change architectural style to be more accommodating to residential neighborhood.</p>	Density	Phase 1 is still at 4 stories and 43 units. Phase 2 is still at 4 stories and 99 units under rental option.
<p><u>Well designed but a bit too dense. Could it be scaled back?</u> Also library entrance a problem.</p>	Density	
<p>Architecture should relate more to existing neighborhood houses – older style is not appropriate, 3-stories.</p>	Density	
<p>Consider alternative treatments for penthouse; long unpunctured (no windows) at Caromar is concerning; would corner element be an entry? Looks like it should be. Pluses: Site plan concept, library location, passage from Midvale, impervious area % down. <u>Minuses: Number of stories</u>, penthouse architecture, no street entry from street, architectural style.</p>	Density	
<p><u>Too much for this site. Too tall.</u> Library must, as an urban design issue, have good pedestrian access from the corner as well as the parking lot.</p>	Density	
<p>Concern with residential units being either one and two bedroom. A need to provide units with greater numbers of bedrooms to create a more diverse housing for families with children rather than young professionals.</p>	Density	Still absolutely no 3 bedroom units. The bedroom composition of the 43 Phase 1 units is 22 units with 1 bedroom and 21 Phase 2 units under the rental option is 65 units with 1 bedroom and 34 units with 2 bedrooms.
<p>Three to four stories on Caromar Drive pushing it. Comfortable with three on Midvale (questionable four), two along Caromar Drive, <u>with both condominium and rental units requiring more diversity in bedrooms.</u></p>	Density	The elevation of Phase 1 is still at least 1,058 feet. The elevations of the corners adjacent to Phase 1 are as follows: SE=1,003 feet and SW=1,010 feet. The elevation of Phase 2 with the rental option is still at least 1,054 feet. The elevations of the corners adjacent to Phase 2 are as follows: NE=1,000 feet and NW=1,005 feet.
<p>Lower parking garage along Caromar Drive to reduce overall building height.</p>	Density	

**Density- and Traffic-Related Urban Design Commission Concerns
(Source: UDC Meeting Minutes)**

Concern	Topic Area	Site Plan Modification Made to Address Concern
<p>More screening of the parking lot from the residential properties on Caromar. Also screen the loading dock or parking entry. Urge an entrance for the library off Midvale Boulevard or Tokay. <u>Restudy residential ingress and egress onto Caromar, look at dividing or changing to Tokay.</u> Provide larger islands for plants or move to a permeable paving with structural soil in the parking lot.</p>	Traffic	The rental option for Phase 2 specifies a parking garage entrance/exit off of Midvale, but this in contingent upon having rentals rather than condos. Even with rental option, still have 2 exits on Caromar. The condo option for Phase 2 specifies a parking garage entrance/exit off of Caromar. The condo option yields 3 exits onto Caromar. Still does not utilize Tokay for entrances/exits.
<p>Concern with the number of exits onto Caromar Drive, spill out traffic utilizing other opportunities on other streets, having three ingress / egress points on a not wide residential street at issue with underground parking considerations.</p>	Traffic	
<p>Concern with the Caromar Drive northerly driveway located at the curve. Need to consider relocating to Midvale Boulevard.</p>	Traffic	
<p>Consider pulling the northwest corner of the building of Phase II to create a lower level alley to underground parking and relocate driveway off of Caromar Drive to Midvale Boulevard to give neighbors some relief.</p>	Traffic	
<p>Also concerned with left turn and cutoff at Midvale Boulevard driveway and vehicle conflicts.</p>	Traffic	Still 7 parking spaces right off of the Midvale entrance/exit to the site, which could cause a hazard, especially in instances where a car is backing out of a spot just as a car is turning left across Midvale to enter the site
<p>Would support consideration for raising sidewalks for grade separation of proposed residential use.</p>	Traffic	Still no raised sidewalks specified in site plan
<p>Consider raised walks for traffic calming along Midvale Boulevard.</p>	Traffic	

RESULTS of APRIL 2006 OPINION SURVEY RESPONSES (646 OF 2451 NEIGHBORS = 26.4%) RE:Midvale Plaza Redevelopment Plans

		Households	Undesirable	Questionable	Desirable	Total
Overall aspects	Desirability of plaza upgrade and modernization	Number	30	64	515	609
		Percent	5%	10%	85%	100%
	Project will contribute to quality of area	Households	Negatively	Unsure	Positively	Total
		Number	241	118	184	543
	Percent	44%	22%	34%	100%	
	Project "fits" the neighborhoods	Households	Negatively	Mixed	Positively	Total
Number		266	155	119	540	
Percent	49%	29%	22%	100%		
Retail	Amount of commercial space	Households	Not enough	About right	Too much	Total
		Number	206	295	70	571
Percent	36%	52%	12%	100%		
Traffic	Impact of traffic	Households	Great concern	Some concern	No concern	Total
		Number	396	172	26	594
	Percent	67%	29%	4%	100%	
	Traffic flow	Households	Poorly designed	Adequate	Well designed	Total
		Number	273	188	29	490
	Percent	56%	38%	6%	100%	
Safety issues have been addressed	Households	Unsatisfactorily	Satisfactorily	Total		
	Number	381	86	467		
Percent	82%	18%	100%			
Parking spaces	Households	Not enough	Enough	Too many	Total	
	Number	357	164	12	533	
Percent	67%	31%	2%	100%		
Density	Number of rental units	Households	Too many	About right	Not enough	Total
		Number	504	90	4	598
	Percent	84%	15%	1%	100%	
	Number of condos	Households	Too many	About right	Not enough	Total
		Number	360	193	32	585
	Percent	62%	33%	5%	100%	
Number of stories	Households	Too many	About right	Not enough	Total	
	Number	452	129	4	585	
Percent	77%	22%	1%	100%		
Design	Architectural design	Households	Undesirable	Needs Modification	Desirable	Total
		Number	83	172	217	472
Percent	18%	36%	46%	100%		
Provision for water run off	Households	Inadequately designed	Well designed	Total		
	Number	160	191	351		
Percent	46%	54%	100%			

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Paul Haskew: Midvale plan not worthy of high praise

A letter to the editor

June 5, 2006

Dear Editor: When serious money is at stake, the letter of the law trumps the spirit of the law. The June 1 Capital Times profile of developer Joe Krupp hints that this conflict enters the controversy between Krupp and the Westmorland and Midvale Heights communities where he proposes to build 140 condos and apartments, plus a much-needed library, while displacing, and maybe losing, the site's present retail outlets.

Krupp's plan to use his expertise for infill projects rather than suburban expansion is admirable, but success will depend on his overcoming a reluctance to engage in meaningful dialogue with neighbors. Krupp and a carefully undertaken neighborhood survey agree on the value of redeveloping the existing Midvale Plaza, but community representatives differ sharply with him on interpretations of the city's comprehensive plan for such projects.

Krupp's plan to cram in the maximum number of residential units, plus a busy library, plus a mix of retail stores on a site with compromised vehicle access, suggests a limited public spirit that warrants a critical appraisal rather than a Cap Times encomium.

Paul Haskew

Madison

The writer serves on a special steering committee focused on the Midvale Plaza project.

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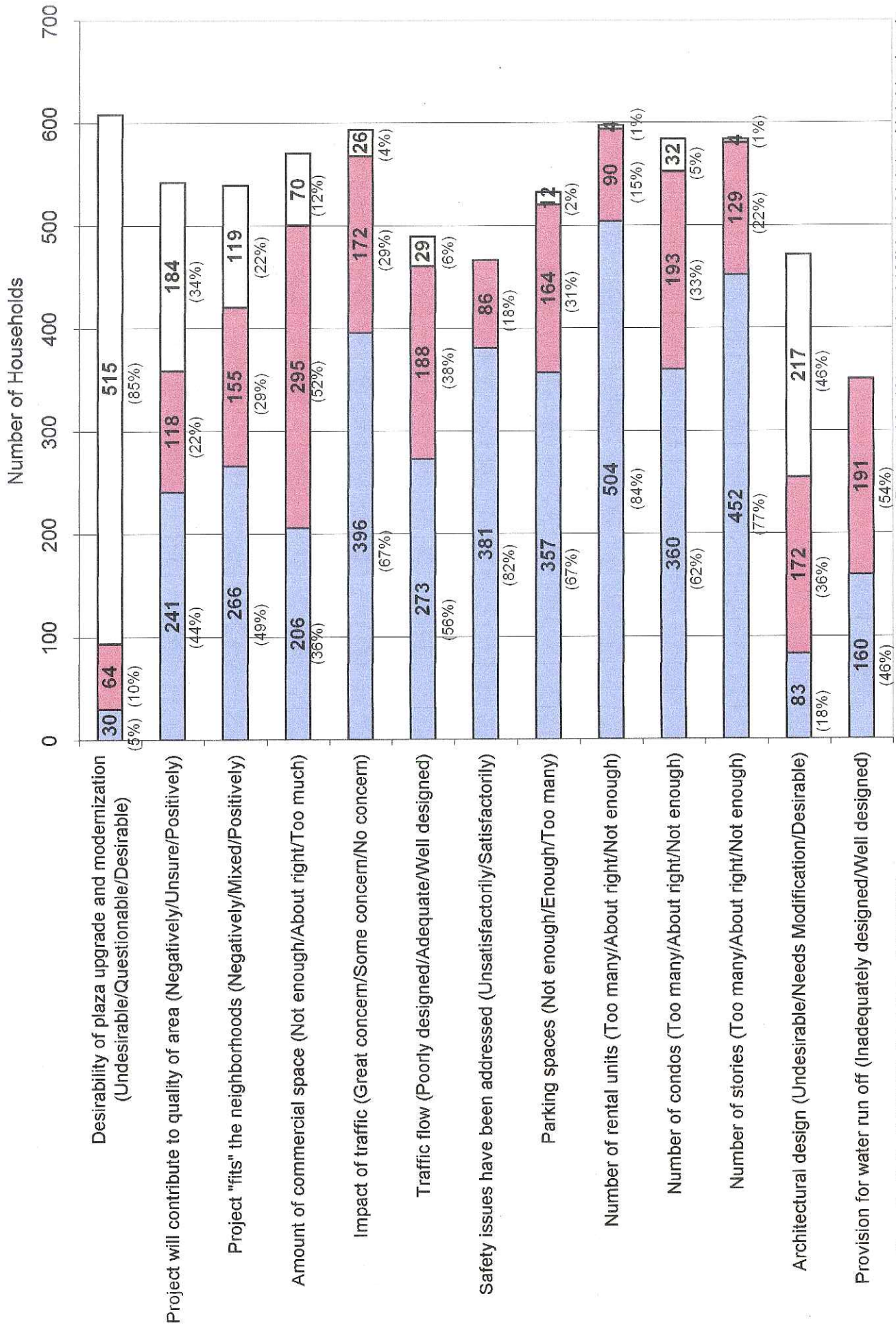
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Comment from the Westmorland Neighborhood Association (WNA) Board of Directors regarding the redevelopment proposal for Midvale Plaza:

“As of June 7, 2006, the WNA Board of Directors has been in constant communication with the Midvale Plaza Steering Committee, comprised of Westmorland and Midvale Heights residents. We believe they have been acting in good faith, conducting extensive research to collect neighborhood opinion and understand how this redevelopment proposal fits with the city’s Comprehensive Plan. While not taking a position for or against the redevelopment plan as it is known to us today, we respectfully request that you carefully consider the arguments presented by the Midvale Plaza Steering Committee.”

The above statement was unanimously approved by the WNA Board of Directors on June 7, 2006.

RESULTS of APRIL 2006 OPINION SURVEY RESPONSES (646 of 2451 Neighbors = 26.4%) RE: Midvale Plaza Redevelopment Plans
Neighborhood Survey Results Summary-Graphic



of Units (Units/Acre)

Explanation

143 (40) -	- Neighborhood Mixed-Use Prescriptive Maximum Guideline ¹
142 (39.67) -	- Current Proposal
107 (30) -	- Transit Oriented Development Prescriptive Minimum Guideline ²
92 (25.75) -	- Density of Midvale Heights Apartments ³
57 (16) -	- Low Density Residential Prescriptive Maximum Guideline ⁴
0 (0) -	- No Density Whatsoever (Not in My Backyard)

Neighborhood Guidelines



¹ Net residential densities within a neighborhood mixed-use district generally should not exceed 40 dwelling units per acre . . . (p. 2-87 of Madison Comp Plan); Developments within Mixed-Use districts should be consistent with an adopted neighborhood plan . . . (p. 2-86 of Madison Comp Plan)

² Higher net densities of 30 dwelling units per acre or more are recommended within 1/8 mile of transit stop. These net densities may not always be feasible or desirable, especially in built up areas of the City where adjacent development is at a lower density. (p. 2-120 of Madison Comp Plan)

³ 60 units / 2.33 acres = 25.75 units/acre x 3.58 acres = 92 units

⁴ An average of less than 16 units per acre for Low Density Residential . . . (p. 2-79 of Madison Comp Plan); Infill or redevelopment projects should be compatible with established neighborhood character and consistent with an adopted neighborhood or special area plan (p. 2-79 of Madison Comp Plan)