

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 20, 2006
TITLE: 1501 Monroe Street – PUD(GDP) for a Mixed-Use Project. 13 <sup>th</sup> Ald. Dist. (02999)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED:                      POF:
DATED: December 20, 2006	ID NUMBER:

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Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Lisa Geer, Todd Barnett and Ald. Noel Radomski.

### **SUMMARY:**

At its meeting of December 20, 2006, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP) for a mixed-use project located at 1501 Monroe Street. Appearing on behalf of the project was Bob Sieger and Jim Hanson (Traffic Engineer). Sieger stated that the shadow study showed that the only impact was during the summer months when shadows will start being cast on the three northeasterly properties across the alley at 5:00 p.m. instead of 7:00 p.m., as with the current building. Hansen stated that the traffic study suggests that the proposed development will generate approximately 50 additional trips per day more than the potential trip generation for the existing building.

Joe Malkowski registered in support. Audrey Highton, Fraser Gurd and Ald. Isadore Knox registered in opposition. Ald. Robbie Webber also expressed opposition. Dan Sebald neither supports nor opposes the project, but expressed some concern about the architecture. Gurd expressed concerns about height, traffic, parking and noise. Ald. Knox expressed concern about height, density, turning movements and noise. Ald. Webber shared these concerns and asked that pedestrian and bicycle issues and an A.M. gap analyses be included in the traffic study. She also questioned the sight lines for cars exiting the building. Hanson stated that a conservative traffic reduction factor of 20% was used to account for the location in a high pedestrian-bicycle area.

There was a considerable discussion about the noise concerns. The Commission concluded that this is an issue for the Plan Commission and Common Council to consider, noting that the balconies are assets to the building. Barnett is comfortable with the shadow study results and feels the height of the building is appropriate for this location at a major intersection, noting precedents such as Monroe Commons. Geer requested that City Engineering provide a status report on the intersection improvements the next time the project is before the UDC.

**ACTION:**

On a motion by Host-Jablonski, seconded by Barnett, the Urban Design Commission **GRANTED INITIAL APPROVAL** with the following conditions:

1. That the traffic study be revised to include:
  - a. A pedestrian/bicycle study;
  - b. An AM gap analysis; and
  - c. Acceptance by the City Traffic Engineer at some point in the overall review process.
2. That the developer is encouraged to work with the City and Alders to develop a noise plan that is acceptable to all.

The motion was passed on a vote of (5-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1501 Monroe Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	7	-	6	-	5	7	6
	8	8	-	7	-	7	8	8
	-	-	-	-	-	-	-	7
	7	7	-	-	-	5	8	7
	6	6	-	-	-	6	6	6

General Comments:

- Arrowwood viburnums are too tall for this urban/pedestrian application. Outdoor amplified music should only take place during weekend events at a maximum but preferable only for Badger football events. Require a fence for the adjacent parking lot for the church. Recommend making the first block of Oakland 2-way.
- Shadow study reassuring. Lighter red tint glass better. Sound is real concern.
- Height and bulk of this project is appropriate for this site. Noise and nuisance issues need to be addressed by Plan Commission. Traffic issues seem able to be worked out satisfactorily.
- Noise and traffic issues will be addressed by PC and City Council. Balconies need to stay. The height is appropriate in this context.