

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 2, 2015

TITLE: Adopting the University Hill Farms
Neighborhood Plan as a Supplement to the
City of Madison's Comprehensive Plan.
(39335)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 2, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, Dawn O'Kroley, Lois Braun-Oddo, Cliff Goodhart, Michael Rosenblum, John Harrington and Sheri Carter.

SUMMARY:

At its meeting of September 2, 2015, the Urban Design Commission **RECOMMENDED ADOPTION** of the University Hill Farms Neighborhood Plan as a supplement to the City of Madison's Comprehensive Plan. Appearing on behalf of the plan were Joseph Keyes, representing the University Hill Farms Neighborhood Plan Steering Committee; and Jule Stroick of the Planning Division. The group has been working on these plans for roughly 1-½ years at the request of the neighborhood, noting the "landmarks" in the neighborhood including Hilldale Mall, the Red Cross and the Hamilton-Van Hise Schools. These concepts are what the neighborhood feels would work best moving forward as new development occurs. Keyes discussed issues including community engagement, pedestrian access, parks and community gardens, traffic issues and building forms. Compact development, sustainable design, height (8-10 stories), and less surface parking are all contained in the plans. The largest concern was stormwater development. The redevelopment of the Hill Farms/DOT office building is in the control of the State.

Comments and questions from the Commission were as follows:

- Is this plan consistent with existing zoning?
 - Page 21 shows the existing Comprehensive Plan and what codes they would like to see in the Comprehensive Plan. Generally the Comprehensive Plan calls for less density than the neighborhood plan. The zoning would evolve with some of the projects. We are requesting additions to the Comprehensive Plan.
- Is the parking largely recommended to be underground?
 - Yes, that is the direction we're moving in.
 - Along with bus rapid transit and bicycles. Our neighborhood has the higher use of bus service in the City of Madison.
- Look at the streets to see how much you need for thoroughfare and how much for on-street parking. I would suggest adding a couple of pieces through neighborhood development, about the amount of clear glazing desired on storefront levels, the amount of entrances and street activities on storefront levels, and when parking is located in the back of buildings as it should be, the entrances for pedestrians should

remain on the street. We're trying to get parking behind buildings but we're losing that activity on the street.

- I think the plan is quite commendable being open to redevelopment and envisioning this area as a mid-City hub.
- I commend you as well. I think high density is fine but then we really have to push the City to start dealing with stormwater management. Not only from an engineering standpoint but from a vegetation standpoint.

ACTION:

On a motion by Harrington, seconded by Rosenblum, the Urban Design Commission **RECOMMENDED ADOPTION**. The motion was passed on a vote of (6-0-1) with Carter abstaining.