

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 25, 2011
TITLE: 1101 South Park Street – PUD(GDP-SIP). 13 th Ald. Dist. (22565)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 25, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner, Melissa Huggins and Jay Handy.

SUMMARY:

At its meeting of May 25, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 1101 South Park Street. Appearing on behalf of the project was Charles Ghidorzi, representing 1102 South Park, LLC. Appearing in support and available to answer questions were Andy Kessenich and Chris Ghidorzi, representing 1102 South Park, LLC; and Att. Bill White, representing Clark St. Development. Ghidorzi spoke as the property owner of the Bancroft Dairy site; Park Street, LLC and MG&E also own some of the neighboring properties. The site plan shows a 4-story building for the UW Wingra Clinic on the first 2-floors, Madison College for the 3rd-floor, and a medical unit on the 4th-floor. A parking structure for 220 parking stalls and surface parking stalls are also included. Barnett asked what future development is expected to happen there and their relationship to what they have planned. The Secretary stated that there is an adopted plan that shows what is supported here as far as land uses, density, bulk and mass (Wingra Market Study and Conceptual Redevelopment Plan Summary Report) and that plan also trumps the requirements of Urban Design District No. 7, which is why it was so important to have that information for this presentation. The play between the plan and the design district is something of a concern. Barnett encouraged them to look at doing something different with the entry so there is an entry off of the street. Smith said he has concerns with the site plan and how their development looks like it just plops down where it is, nor does it look sophisticated enough for what may be the future development in that area. He would like to see the parking structure containing some sort of townhouse in the front which hides the parking structure. Barnett liked the idea of the townhouses as well.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

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

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1101 South Park Street

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

General Comments:

- Parking structure building is larger than clinic. Good location for infill. Look at incorporating housing along Midland.
- Please look at facing the structured parking with housing. Especially on Midland Street.