

AGENDA # 6.

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 21, 2005
TITLE: 1 University Square – PUD(GDP) – 8 th Ald. Dist.	REFERRED:
	REREFERRED:
	REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 21, 2005	ID NUMBER:

Members present were: Paul Wagner, Chair; Todd Barnett, Robert March, Bruce Woods, Michael Barrett, Ald. Noel Radomski, Jack Williams and Lisa Geer.

SUMMARY:

At its meeting of September 21, 2005, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION**. Appearing on behalf of the project was Eric Lawson, Rick Gilbertsen, Mark Bastien, Michael Duhr, Gary Brown, Adam Smith, Greg Rice and Susan Springman . The informational presentation featured a modified project scope that eliminates the size and scale of a previously proposed interior oriented retail mall with a two-story retail base emphasizing storefront entries on the property's east campus mall, University Avenue, North Lake Street and West Johnson Street frontages. Structured parking levels are proposed for below the first floor level, as well as portions of the second and third floor levels. Upper elements of the project provide for a 10-story apartment tower featuring a mechanical penthouse and a UW office tower 9-stories in height. Lower level parking will be primarily to serve the retail component, along with interior bike parking provided. The partial second and third floor parking areas will also include provisions for bike and moped parking, with the second and third floor level parking areas being devoted to the residential component of the project. The third floor level will feature a green roof garden with pedestrian patios provided at the street level. Following the presentation, the Commission expressed concerns on the following:

- Need a variation in the façade and setback treatment along University Avenue.
- Need to consider variation in the entryway treatment for street side tenant spaces.
- Integrate bike parking throughout the site, especially at street level.
- Design and discern how ramps will accommodate bikes as well as vehicles; where ramps are normally steep and require bikes to be walked.

ACTION:

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

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 7, 7, 8, 8 and 8.5

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1 University Square

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	8	-	7	7	-	6	7	7
	7	-	-	-	-	6	7	7
	-	-	-	-	-	-	-	8
	7	-	6	7	-	7	8	8
	6	-	5	-	-	6	6	6
	8	8	-	-	-	-	9	8.5

General Comments:

- Bravo! Taking retail from interior focus to street focus is a major improvement. The concept of this plan is on creating pedestrian interest at ground level. Keep in mind the high demand for retail bike parking at street level.
- Rooftop open space adjacent to student activity center is a big plus. Complex mix of uses, vibrant center! Good potential of spaces outside with the retail areas, buffer from streets. So far good interspersions of landscape with paving. Pursue an intensive landscape on the rooftop where possible to allow for shade trees and capturing of stormwater. Permeable paving where possible.
- Exciting, well-thought out.
- Like roof garden, love flexible retail space, great use of planters, appropriate massing.
- A real urban project that serves many needs.