

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 4, 2009
TITLE: 1012 Fish Hatchery Road - PUD-GDP for a Four-Story, 62-Unit Apartment Building. 13th Ald. Dist. (16318)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 4, 2009	ID NUMBER:

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Richard Wagner, Jay Ferm and Ron Luskin.

SUMMARY:

At its meeting of November 4, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD-GDP located at 1012 Fish Hatchery Road. Appearing on behalf of the project were Randy Bruce and Tom Sather, representing Silverstone Partners; and Christopher Culver.

Bruce provided an outline of the project's design elements against the requirements for UDD No. 7 as previously requested by the Commission which was developed in consultation with staff. The handout emphasized the project's consistency with both requirements and guidelines of the district. Bruce presented modified plans in response to the Commission's previous review, noting issues that required clarification of the requirements and guidelines for UDD No. 7 as follows:

- The stepback above the third-story is a guideline for the project. The modified plan features stepbacks at the end elevations of the building abutting Brooks and High Streets where architectural details and features provide for a distinct recognition of the upper façade of the third-story in juxtaposition with the development of the four-story element. He noted his belief that this approach would be consistent with the requirements for the UDD No. 7 in light of the property not being located within the core of the Park Street Corridor, but on Fish Hatchery Road.
- Bruce noted the requirement for office and other non-retail buildings to have at least 40 percent of the street wall devoted to windows as not possible within a residential setting based on standard architectural limitations in the building of residential units. He further provided that the placement of more glass could be provided in community and shared areas as a means to maximize the amount of glass within the building.
- Bruce further noted the need to switch the drop-off and entry from its previous proposed location on Brooks Street to High Street in order to deal more effectively existing grades on the site which allow for a side plan which worked more smoothly for defensible space on both the street side and court side elevations of the building.

Following the presentation, the Commission noted the following:

- Make building work more with its relationship to Brooks Street and Fish Hatchery Road.
- The setback above the third floor is not essential, the building as designed in detail provides for appropriate delineation between the third and fourth floor levels.
- Do something off the chart architecturally with the building, encourage to be more modern architecture.
- Put some type of corner entry at High Street and Fish Hatchery Road.
- Provide more details on the street-side courtyards.
- Comfortable relocation of the building's entry High and Fish Hatchery, but attempt to provide a public space at the corner of Brooks and Fish Hatchery, or at minimum, private base for residents. Note: most Urban Design Commission members not comfortable with requiring public open space at the corner, the private space was more acceptable.
- Show how landscaping ties in with adjoining properties to the west including context photos.
- Have a public entry that connects to public spaces the corners.

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 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1012 Fish Hatchery Road

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

General Comments:

- Entry to building should be from sidewalk; architecture too traditional, predictable for this location; create public space at Brooks/Fish Hatchery.
- Good defensible space at courtyards along Park Street, consider use as entryways. Provide enlarged plans at outdoor spaces.