

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 23, 2007
TITLE: 4802 Sheboygan Avenue – Hill Farms Redevelopment, PUD-GDP. 11 <sup>th</sup> Ald. Dist. (06085)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 23, 2007	<b>ID NUMBER:</b>

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Members present were: Paul Wagner, Chair; Marsha Rummel, Lou Host-Jablonski, Todd Barnett, Bruce Woods, Michael Barrett, Robert March and Richard Slayton.

### **SUMMARY:**

At its meeting of May 23, 2007, the Urban Design Commission **REFERRED** consideration of a PUD-GDP located at 4802 Sheboygan Avenue. Appearing on behalf of the project were Brian Munson, Bill Peterson, Mike Slavney, Barry Orton and Amy Kinoust. Munson provided an overview of the project which now has evolved to provide for the development of 1,600,000 square feet of office, 140,000 square feet of retail and 350 units of residential within a mixed-use development for the redevelopment of the “Hill Farms” state owned properties. Munson noted the ongoing neighborhood planning process, as well as evolution of the plan since the previous review in April 11, 2007. He provided additional details on the plans such as neighborhood linkages, pedestrian and bicycle linkages, the proposed development of six distinct redevelopment areas including phasing, in addition to details of the proposed internal street system including the future under-crossing of University Avenue and extension of Old Middleton Road. He noted that the concept plan provided for three different options in regards to building/site development relevant to a range of low height to high height structures. All options provided that there will be no surface parking lots, all parking will be structured, both above and below grade. The concept plan encourages sustainability including green roofs and buildings, as well as providing alternatives for on-site stormwater controls. Following the presentation the Commission noted the following:

- The central core street “C” featuring its greenspace sandwiched between two street right-of-ways and 30-foot fire setback adjacent to proposed building sites is too much in regards to the amount of impervious area and pavement, as well as presenting scale issues.
- The application of a 30-foot fire access lane encircling each of the proposed building sites is design dictated by the fire code.
- The plan as proposed needs a much more dense network for pedestrian connectivity as previously commented with previous presentations.
- The wide turning radius of the internal road system including street widths and other features are oriented to get cars through and are not in scale with pedestrians.
- The plan needs to provide for the sprinkling of retail throughout, not just in limited concentrations.
- Bike lanes can be minimized if speed of vehicles is scaled down with scaled down streets.
- Building parking in advance of proposed development is uncomfortable.

- Plan provides for too much unusable space for pedestrians as evidenced with the design of the “C” street configuration.
- Reexamine the proposed uses on the site as recommended by Ald. Gruber in addition to other stated concerns contained within his memo.
- Previous informational presentations on the redevelopment proposal are still as yet to be addressed as follows:
  - Everything down to prioritized human scale.
  - Do everything possible to make this site a destination not a through route.
  - Eliminate convenient cut-throughs.
  - Narrow car travel lanes.
  - Traffic calming scale down streets to eliminate the need for bike lanes.
  - Tighten up corner curb radii to slow turning traffic.
  - Sidewalk should enter at a 90 degree angle.
  - Create a denser network of pedestrian connections through the various building nodes.

The Commission felt that unaddress of the collective concerns was problematic in rendering a request for initial approval. The applicant generally felt that this level of detail could be better dealt with platting and individual PUD-SIP considerations to follow. The Commission generally disagreed.

**ACTION:**

On a motion by Barrett, seconded by Rummel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (8-0). The project has evolved and has many positive attributes but still needs to tweak the details. The basic concept of the General Development Plan is OK, retail can be further explored. Issues relevant to fire access provisions, street design, pedestrian bike connections still require further attention. The Commission noted that issues relevant to City agencies’ concerns such as Traffic, Engineering and Fire may require the need for those agencies to appear before the Urban Design 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 3, 4, 5, 5, 7, 6.5 and 8.5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4802 Sheboygan Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	-	-	-	-	5	5	5
	-	-	-	-	-	-	-	6.5
	7	-	-	-	-	7	7	7
	4	-	-	-	-	6	7	4
	-	5	-	-	-	4	-	5
	3	-	-	3	-	3	3	3
	8	-	-	-	-	9	9	8.5

General Comments:

- Circulation and right-of-way aspects and details still need further work. Crucial for this project is an upfront, proactive collaboration by City staffers now as they affect the urban design.
- City agencies need to make final decisions prior to applicant coming before UDC. Applicant should explore as much as possible prior to meeting.
- This comes across as an office park – scrunched down. The scale of the streets are way way too big to be enjoyed by pedestrians. Extremely wide roads, extremely wide curb radii and sidewalks as fire lanes create car-oriented spaces made for speed, not people.
- Exciting plan, “C” Street park requires study (too many competing public spaces).
- Good concepts. The farmer’s market can absolutely make the project.