

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 2, 2009

TITLE: 1012 Fish Hatchery Road - PUD-GDP for
a Four-Story, 62-Unit Apartment Building
in UDD No. 7. 13th Ald. Dist. (16318)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 2, 2009

ID NUMBER:

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

SUMMARY:

At its meeting of December 2, 2009, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD-GDP located at 1012 Fish Hatchery Road. Appearing on behalf of the project were J. Randy Bruce and Tom Sather, representing Silverstone Partners. Registered in opposition was Mike Mack. Bruce's presentation of the revised plans noted the following:

- A review of the photographs of adjacent properties to provide context for the development of the site.
- The treatment along the rear property line with adjacent residences now includes sections of wrought iron and solid fencing to be maintained at the rear lot line in combination with landscaping to provide for effective screening.
- The building elevations have been revised to reflect an updated and more contemporary/cleaner motif.
- Connections to the street corners are provided with a public seating area at the corner of Brooks and Fish Hatchery as well as a private access point and seating area within an inset along the building's Fish Hatchery Road frontage along with the development of a private seating area at the building's corner at High Street.
- A lake room has been provided on the fourth floor level to provide for views across Park Street to the lake.

Following the presentation the Commission noted the following:

- Issue with the lack of safe movement of vehicles at the High Street surface parking lot and drive aisles. Continued discussion on this item noted that the plans should consider a separate entry and exit out with the two driveway entries at High Street.
- High Street parking workable but clumsy.
- The building is a nice residential space but need to maintain precast heads at windows.

Testimony from Mike Mack, in opposition, noted that the building looks like a shoe box rather see a three-story over a four-story building. If four-story run brick all the way up and tier with setbacks to get rid of shoe box look.

Continued discussion by the Commission and staff noted issues with the lack of full side and rear elevations to provide for an assessment of their interface with adjoining lower scale existing residential development as well as address a previous request to incorporate additional window openings within the community and shared areas on the building's end elevations. The incorporation of more windows into the affected areas was in response to an issue with a provision of U.D.D. No. 7 that requires "office buildings and other non-retail buildings should have at least forty (40) percent of the street wall devoted to windows." Bruce had previously made the case that an entirely residential building, architecturally couldn't meet this requirement and that its applicability was more appropriate to buildings within the core of the Park Street Urban Design District; where "office and non-retail buildings" would be anticipated as an option. Bruce noted that more glass could be provided within community and shared areas located on the end elevations of the building (see UDC Report of 11-4-09). Staff noted that these omitted details provide for the lack of address of how the building impacts on the adjacent residences as well as the requirements for Urban Design District No. 7. Staff further noted that this level of information could be requested to make a finding on the appropriateness of a PUD-GDP as found in Section 28.07(6)(g)1.c. of the Zoning Code. Further discussion noted that:

- More bike parking is needed at the corner of High at Fish Hatchery near the entry.
- Provide roof access from the community room off of Brooks Street.

ACTION:

On a motion by Rummel, seconded by Slayton, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (5-2) with Luskin and Harrington voting no. The motion required that the plans be modified to provide details of both side and well as rear elevations of the building as well as the restoration of precast heads at windows. The motion was passed on the vote of (5-2) with Luskin and Harrington voting no. Luskin remarked that issues with parking circulation were a problem with Harrington noting that issues with the lack of building elevations as it relates to the maximum amount maxing out of the bulk and mass of the building prevent adequate evaluation of the project against the provisions for Urban Design District No. 7 as well as its impact on adjacent less dense residential properties and the PUD requirements.

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 4, 5, 6, 6, 6, and 6.

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	4	5	5	-	-	2	5	4
	6	6	6	-	-	4	6	6
	-	-	-	-	-	-	-	6
	6	7	5	-	-	5	7	6
	-	-	-	-	-	-	-	6
	5	5	-	-	-	5	5	5

General Comments:

- Show us all sides of the building.