

AGENDA # 11

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 21, 2009
TITLE: 801 South Park Street – PUD(GDP-SIP), Mixed-Use Development. 13 th Ald. Dist. (16320)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 21, 2009	ID NUMBER:

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

SUMMARY:

At its meeting of October 21, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) located at 801 South Park Street. Appearing on behalf of the project was John Bieno, representing TJK Design Build. Prior to the presentation staff noted the project is located in Urban Design District No. 7, whereupon formal consideration of the project a review against the required provisions of the district will be provided. According to Bieno the project provides for a mixed-use building with 13 lower level underground parking stalls with a raised first floor level 7-feet above grade due to ground water and floodplain issues with the first two levels above the underground parking intended for commercial use with two upper floors containing 12-14 apartment units.

Following a review of the plans the Commission noted the following:

- In order to provide for address of the requirements of Urban Design District No. 7, the applicant was instructed to meet with staff to review the project prior to any formal consideration.
- Provide site context and photos.
- Issue with consistency with requirements from Urban Design District No. 7, such as an entryway directly upon the street, a building whose front façade addresses the streetside of the building, along with other issues.
- Design needs to address street.
- Design driven by parking lot layout, not site features.
- Look at the proportions and locations of windows.
- Building space proportion requires more of a middle, first floor with all the same materials, for example Prairie stone.
- Relook at roof form on tower.
- Sign band proportions need study; doesn't work.

Statements by a concerned neighbor emphasized problems with the building's height, the need to reduce the number of surface parking stalls, as well as the exterior façade of the building's easterly elevation facing the neighborhood needing more work.

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: 801 South Park Street

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

General Comments:

- Good start. Design building to site, not the parking garage. Entry and first floor needs to relate to street.
- Create appropriate street frontage.
- Awkward building because of water table.