

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> September 7, 2011
TITLE: 1010 South Park Street – PUD(GDP), Mixed-Use Development. 13 <sup>th</sup> Ald. Dist. (23653)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: September 7, 2011	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Melissa Huggins, Richard Slayton, Henry Lufler and John Harrington.

### **SUMMARY:**

At its meeting of September 7, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP) located at 1010 South Park Street.

Appearing on behalf of the project were James Kurtzweil and Fritz Duda, both representing Clark Street Development; Marc Hill, Att. Bill White, and David H. Vogel. Appearing in support but not wishing to speak were Gabe Westmont and Rachelle Westmont. Appearing and speaking in opposition was Ron Shutvet. Appearing neither in support nor opposition and wishing to speak as Bryon Streich. Kurtzweil gave a brief overview of the history of the site and presented massing details including structured parking.

David Vogel requested that the building heights come down for the aesthetics of the neighborhood, and complimented the look of the building plans and materials. Marc Hill inquired about making the parking lot across the street into a multi-tiered parking structure; Kurtzweil stated that at this point they do not have any specific plans. Tim Sweeney stated that he is happy to see something developing on this important corner. Ron Shutvet still feels there is too much footprint devoted to parking; he would prefer a greater mass of retail with hidden parking either underground or in the middle of the property. He suggested larger buildings along this corridor with skywalks across Fish Hatchery Road.

Comments by the Commission were as follows:

- We give initial approvals based on massing and site layout. This is conceptual; is it enough of a solid layout to give initial approval? The Secretary responded that a PUD(GDP) is a conceptual approval. If any of the elements change the Commission would look at it again.
- The corner treatment should be representative of the term “flatiron,” perhaps by pushing the building out further into the wedge at the corner.
- Access coming off Park Street is at an already difficult intersection; that should not be an access point for that site.

- You're limiting yourself in terms of massing based on what you've shown tonight. It would be easier to think bigger and have to scale back. The BUILD Plan gives you the ability to build higher and you should take advantage of that.
- The parking structure on the corner needs to be rethought because you already have a parking structure and a parking lot.
- Have you talked to the Ghidorzi Companies about shared parking?
  - We have discussed it but it's very difficult without us knowing more specific details on what Phases 2 and 3 will be.
- It's important to know where the building entries are; will need more information on that, especially a corner entry to the wedge of the flatiron.
- Look at ways to reduce the width of parking near the entrances on both Park Street and Fish Hatchery Road, extend the building walls down the length of the block faces along Park Street and Fish Hatchery and internalize parking within the structure.
- Think about this as a larger scale project with more mass.
- Reactivating Park Street with parking is not going to work; rethink parking structure at Fish Hatchery Road.
- We need to find a way to address Fish Hatchery Road with the massing, and continue to develop the flatiron architecture.

Further discussion among Commission members followed with Tim Parks, Planner II clarifying certain aspects of approving the project at this level.

### **ACTION:**

On a motion by Huggins, seconded by Barnett, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0). The motion required the following:

- Maximize the height and massing on the recommendation of the Wingra BUILD Plan.
- The building shall be a true flatiron building.
- Limit to the greatest extent possible the parking on the Fish Hatchery Road side.
- Activate Fish Hatchery Road at the entrance.
- Develop a plan to integrate the building entries along the street rather than internally.
- Look at the flatiron element in elevations; extend to corner triangular wedge.
- As the project develops give an indication of where parking ratios are.
- Highly encourage the removal of the triangular parking lot along Fish Hatchery Road.
- Reduction or elimination of the opening to the building along Park Street and Fish Hatchery Road with the extension of the building wall.

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, 5, 5, 6 and 7.

# URBAN DESIGN COMMISSION PROJECT RATING FOR: 1010 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	5
	4	-	-	-	-	-	4	4.5
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	7
	5	5	-	-	-	4	4	5

## General Comments:

- Need to start somewhere. Circulation and Lakeside embrace flatiron at corner.
- GDP seems in flux. More mass, include Fish Hatchery Road in planning.
- Flatiron is very weak. Opening along Park Street should be eliminated or shrunk by eliminating parking. Eliminate wedge parking structure along Fish Hatchery.
- Look at building form that accentuates the triangular shaped site.