RE: Urban Design Commission meeting May 22, 2013 Agenda item 4
915 Haywood Drive (not Road) "Ryan Brothers Ambulance"

Although, the proposed project would look much better then what is currently on the site, I feel it could be greatly improved upon. Below are some of my concerns:

- The project address is 915 Haywood Drive not 915 Haywood Road as shown on the UDC agenda.
- The Planning Division Staff Report has a date of June 3, 2013 which has not occurred yet.
- The packet of plans available on the city website are conflicting with some of the drawings showing the proposed building and parking lot in a different location than other drawings. This should be corrected so city staff, the UDC and interested nearby residents can understand better what is being proposed.
- The building is shown with a pitched black roof. A black pitched roof is not very attractive to look at. With the colors shown for the building a roof with mottled shades of brown would look better. A flat roof would impinge less on sight lines of Monona Bay for the residential properties west of the proposed building.
- The building plans show a back door leading to a waste storage area but no sidewalk for subsequent removal of the waste from the property.
- With the current trend towards incorporation of rain gardens and surface parking lot runoff retention areas into new construction, I suggest that the proposed building roof drainage be directed to the proposed grass areas on the property and a rain garden area be incorporated into the landscaping design. Efforts should also be made to slope the parking lot so rain runoff can be partially directed towards an infiltration area in the landscaping plan.
- Because of conflicting site plans provided by the applicant it is difficult to visualize how this proposed building and parking lot will affect adjoining or nearby properties.
- Finally, but most important to me, I am concerned about how this proposed building and parking lot will affect future development of the entire city block it is on. This area of Madison is currently seeing multiple large scale development projects being proposed and constructed all along this area of Park Street. In my vision of Madison's future, I was hoping that this entire block along Park Street could somehow be designed and built as one or two large development projects. Street level business and retail could occupy the frontage along Park Street while higher density multi-story residential with underground parking could be built in phases along South Brooks Street with elevated terraces connecting the various properties in the center of the block. My thoughts were for 5 to 6 story residential towers with wonderful views of Monona Bay, the Arboretum and Lake Wingra. Ryan Brothers Ambulance could still maintain a presence on this block and be incorporated into the overall design of the Park Street business frontage along with a new Famous Dave's Restaurant.

  A planned development of the entire block could do so much to beautify this historically important place in Madison. In 1834, when the Madison area was first surveyed by the

State of Wisconsin there were numerous Native American settlements in the Madison area. The proposed project site was at the base of what was once a high glacial ridge that extended from the Vilas Zoo area all the way to the new Wingra Clinic property. The ridge was dotted with many native American mounds and was higher than the isthmus hill the state capitol building was eventually constructed on. This glacial ridge was desecrated and hauled away to be used as fill material in the building of Madison during the late 1800's and early 1900's.

How nice it would be if we could replace all the worn out buildings and surface parking lots on this entire city block with something beautiful and more respectful of the people who lived here so long ago.

I hope that the UDC requests revisions on the Ryan Bros. plans and does not give initial or final approval of the project. I also hope that somehow our city leaders can see the true potential of this part of Madison and call for a planned development for this entire city block.

Sincerely,

Ron Shutvet
[redacted]ake Court
Madison WI
[redacted]

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** May 22, 2013
TITLE: 915 Haywood Drive – New Construction in UDD No. 7 for "Ryan Brothers Ambulance." 13th Ald. Dist. (30101)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	**ADOPTED:** **POF:**
DATED: May 22, 2013	**ID NUMBER:**

Members present were: Henry Lufler, Acting Chair; Lauren Cnare, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O'Kroley, Tom DeChant and Melissa Huggins.

SUMMARY:

At its meeting of May 22, 2013, the Urban Design Commission **GRANTED INITIAL APPROVAL** of new construction located at 915 Haywood Drive in UDD No. 7. Appearing on behalf of the project was Jenny Acker, representing Ryan Brothers Ambulance. Registered and speaking neither in support nor opposition were Paul Marunich and Kathryn Haubert. Staff noted that this building is off of Park Street where there is cross access between the Shell Station, Famous Dave's and other businesses, which makes it a Planned Commercial Site; it is also in Urban Design District No. 7. Acker presented the current building to be demolished, showing it in context with surrounding buildings. Ryan Brothers would like to build an office building to house their staff. Taking into account the new buildings across the street, they will try to incorporate the same brick elements. It will have a brown roof with brown stucco base, with some blue in the corners. There is some contaminated soil on the property, some of which has already been mitigated. The building will also use geothermal equipment.

Comments and questions from the Commission were as follows:

- The building is overwhelmed by the roof that overhangs the brackets. Given what the staff recommendations/comments are, a simple parapet with a flat roof would be better and maybe even work to tie into the existing building.
- You could simplify the building. The portico makes it look like an entry but the entry isn't there.
- A base on the building would be nice; maybe the base could just be expressed as the entire accent band of brick. Just to give it a little bit more hierarchy and less residential feel.
- Rather than have a parking space that is a backing-up space, make an opening and insert another tree so that as the afternoon sun comes in it won't heat the parking lot as much.
- There's another opportunity in the bioinfiltration area to put in another tree. They (City Engineering) can find a tree that's appropriate for bioinfiltration.
- The line of arborvitae, when it's installed it'll be great for the first 5-10 years. Maybe look around town at what happens to arborvitae over the course of several years. Think about the plow that will come in and what it will do to the trees.

- The strong line that ends at the building, I would suggest another at least minor tree to fill that end.
- Any opportunity to provide an outdoor space for people would need shade. (the open space).
- The low grow Sumac spreads like a demon and takes over everything, pick an alternative.

Paul Marunich spoke as a neighboring property owner. He is pleased to see the building demolished. His concerns include along the back lot line where people cut through his property to get to the gas station; Acker responded that they will be installing a fence.

Kathryn Haubert spoke as an area resident. She wondered about where she would park during construction and how long construction would last. Acker replied that they would not be touching that parking lot at all; and the timeframe would be anytime in the next six months and would last about 120 days.

ACTION:

On a motion by Goodhart, seconded by Cnare, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required that the applicant address architectural and landscape comments upon return for final approval.

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 rating for this project is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 915 Haywood Road

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