

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 3, 2011
TITLE: 677 South Segoe Road - PUD(GDP-SIP) for a Three-Story Residential Building with 60 Apartments. 20 th Ald. Dist. (19952)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 3, 2011	ID NUMBER:

Members present were: Richard Wagner, Henry Lufler, Melissa Huggins, Marsha Rummel, Richard Slayton*, Dawn O’Kroley and Mark Smith.

*Slayton recused himself from this item.

SUMMARY:

At its meeting of August 3, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP) located at 677 South Segoe Road. Appearing on behalf of the project was John Bieno, representing TJK Design Build. Registered and speaking in opposition was Mike Scott. Bieno presented the Commission with changes to previous plans including underground parking in the second building, a required loading bay, a sectioned off area by having the walkway go to the entry. They have alleviated some traffic pressure by pulling the second entry into the second part of the building. They also agreed to do a traffic study, which is not required. Some flipping of the building has been done to accommodate moving the loading bay to the end which created a nice big greenspace. Stepped planters will be used at entry points.

Mike Scott spoke to the Commission in opposition of the project. He referenced a letter he submitted to the Commission that was in the Commission packet. He cited concerns with density, traffic circulation, mass and neighborhood compatibility. Wagner mentioned that the Commission had received the Minutes for the Midvale Heights Community Association and had that information. He also noted that the Urban Design Commission is charged with design issues; these issues are more for the Plan Commission. Bieno stated they have had neighborhood meetings with little to no issues mentioned. Huggins stated it has come a long way and looks great.

ACTION:

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (4-0-1) with Smith abstaining and Slayton recused.

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 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 677 South Segoe Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	7	-	-	6	7	7
	7	7	7	7	-	6	7	7
	-	-	-	-	-	-	-	7

General Comments:

- Significantly improved project.
- Very nice project.
- Study creating a double height entry with common space on third floor. Three-story volume proportion on the interior is quite tall. Activate main façade with public activity.
- Architecture, scale, site plan all vastly improved. Attractive façade at Segoe and Odana. Issues of density concern neighborhood but not UDC jurisdiction.

Dear UDC members,

I am writing you as the new alder for District 20 in support of item #7 on tonight's agenda. Due to another meeting I will not be able to attend the meeting but wanted to let you all know how I feel about the matter. I believe the proposed development at 677 S. Segoe Rd is a sound project that deserves the City's approval.

I recognize that this has been a long and sometimes contentious process between the development team, the neighborhood association and city staff. However, from my perspective, all sides have been working in good faith to create a proposal that fits the neighborhood, the City's plans and makes sense economically. The project, as proposed, is much different today than it was at the beginning of this process. Two of the most contentious issues were height and density. Both have been addressed by the developers and now you see a building that is three stories rather than four and less dense. The Midvale Heights Community Association has done its due diligence to require that the development meet its guidelines as enumerated in their neighborhood plan. For their part, the development team has done their best to meet those demands, if not as completely as some of the neighbors would want.

The fact that no one seems to be completely happy about where we are at today, probably says all you need to know. As you know all too well, the development process is about compromises made between the stakeholders. That has happened with this project to the point that we now have a proposal that has gotten approval from the neighborhood association and is supported by the alder.

On top of that, this project will fit nicely as the area is revitalized. It is the neighborhood and City's intention to see the Westgate Mall upgraded and I believe this new apartment building will help assist in an economic turnaround in the area. The building will also act as a buffer between the enhanced Westgate Mall and the entrance to the neighborhood. Of course, a new development will also provide temporary jobs and increase the city's tax base; nothing to sneeze at in these times.

Again, I am in full support of this proposed development and urge the Commission to grant approval when the time comes. If you have any questions or concerns, please don't hesitate to contact me.

Sincerely,

Ald. Matt Phair

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