

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 7, 2011

TITLE: 1102 South Park Street – PUD(GDP-SIP) for a Four-Story Commercial Building and Parking Structure in UDD No. 7. 13th Ald. Dist. (22565)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 7, 2011

ID NUMBER:

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

SUMMARY:

At its meeting of September 7, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 1102 South Park Street. Appearing on behalf of the project were Chuck Ghidorzi and Alan Fish, representing UW-Madison. Appearing in support but not wishing to speak were Andrew Kessenich and Gabe Westmont. Appearing in support and available to answer questions were Jerome Thiel, Neil Feldt and Chris Ghidorzi. Appearing and speaking in opposition to the project was Ron Shutvet. Ghidorzi addressed the concerns of the Commission from the previous meeting as follows:

- The stairwell has been moved internally, wrapped a canopy all the way back to the vertical piece, giving them access with a door onto South Park Street as well as north off of the drop-off area.
- Fourteen stalls of parking have been eliminated off of Fish Hatchery Road and moved back an additional 18-feet, as well as removal of 6 surface parking spaces in another area. Ghidorzi presented the flow of traffic throughout the site.
- Green areas were discussed, with landscape points at just under twice what is required and enhanced stormwater management features in conjunction with the parking structure.
- Turning radii have been decreased and building floor plans have been submitted as requested.

Jerome Thiel, a long-time neighborhood resident, spoke in favor of the project. Ron Shutvet stated that the plans looked improved but wondered why these two parcels were not incorporated into the Wingra BUILD Plan. He still firmly believes there could be at least one level of parking below ground and does not understand the explanation given for the water table. David Vogel thought the plans were much improved. He further stated that even though there has been no rain, he is still in the process of pumping out his Wingra Drive property. He does not see underground parking as feasible in this location based on water table issues. Alan Fish stated that part of the reason for not building a parking ramp is cost. Ald. Ellingson discussed context and the fact that what is at this location now is “pretty bad.”

The Commission shared the following comments:

- Identification for tenants should be handled in a different way than proposed; signage should return for a separate approval.
- Consider more trees in the tree islands.
- The simplicity is good but it seems dangerous to pedestrians.
- Can we have 90-degree parking along the west face of High Street?
- If Option 1 is chosen, is there a way to modify the pedestrian circulation to be much more like Option 2?
 - Those would be the same on either option. This extends the sidewalk closer to where traffic would be going and leading to the parking structure.
- If the circulation remained on the south side as opposed to the north it implies that the next development is coming. There are elements to this that are forward-thinking and greatly appreciated.
- The extension of the stair tower and the extension of the canopy on Park Street were very successful moves.
- The building façade looks much improved. Option 1 is preferred in the hopes that future building occurs.
- If we want to think of this site plan as one development site we absolutely have to maintain this circulation because we need the accessibility.
- Suggest you speak with the Clark Street Development about possible shared parking.
- Like option to allow future development of surface parking at Fish Hatchery Road.

ACTION:

On a motion by Barnett, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Smith abstaining. The motion provided for the following:

- Lighting can come back to staff.
- Provide full garage elevations.
- Approval of Option 1 for parking and future development alternative.
- Signage is excluded from this approval.
- Consider more native plant material.
- Be more bold in your landscape treatments.

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, 5, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1102 South Park Street

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

General Comments:

- Much improved. Still concerned about overall GDP/percent of parking.
- Much improved.