

AGENDA # 11

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 24, 2008
TITLE: 202 South Park Street – Meriter Campus Master Plan, PUD-GDP. 13 th Ald. Dist. (12023)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: September 24, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski; Chair, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Dawn Weber, Bruce Woods, and John Harrington.

SUMMARY:

At its meeting of September 24, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on the Meriter Campus Master Plan PUD-GDP located at 202 South Park Street. Appearing on behalf of the project were Melissa Huggins, Doug Hursh, and Jody Shaw. Huggins stated that Meriter is fulfilling its commitment to develop a master plan and expects several informational presentations to the Commission before seeking approvals. Hursh reviewed the planning and design principals that are providing the framework for the plan. Shaw reviewed the 10-year plan, including a preferred phasing plan, demolition plan, and “character sub districts” with setback and massing diagrams. Huggins stated that Meriter is a partner in a City neighborhood grant awarded to study areas in the neighborhood for rehabilitation or redevelopment and that they will also be considering an employee-assisted housing program.

The Commission cautioned against the landscaping plan being too residential. The Commission also asked the applicants to consider the views from inside of the campus outward when developing massing plans.

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 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	7	7
	-	-	-	-	-	-	8	8

General Comments:

- Excellent presentation, thorough planning effort that incorporates neighborhood plans, adds density and creates a buffer with neighborhood. Unifying campus-connectivity, signage, landscaping, laudable and exciting. Workforce housing – seize opportunities for rehab of older housing stock.
- Excellent presentation.
- Great presentation of a complex and thorough planning process.