

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 21, 2009
TITLE: 2101, 2109, 2115 East Springs Drive – Conditional Use/Planned Commercial Site; 99,000 Square Foot Retail Building, Steinhafel’s. 17 th Ald. Dist. (12240)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: January 21, 2009	ID NUMBER:

Members present were: Bruce Woods; Chair, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Dawn Weber, Mark Smith, Richard Wagner, Jay Ferm, and John Harrington.

SUMMARY:

At its meeting of January 21, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a conditional use/Planned Commercial Site for a 99,000 square foot retail building for Steinhafel’s at 2101, 2109, 2115 East Springs Drive. Appearing on behalf of the project were Alan Theobald, Larry Stone, Gary Steinhafel, and Juliette Wegner. The applicants reviewed the changes since the previous presentation, including locating the main parking lot and orientation of the building to the northeast, and other landscaping and site enhancements.

Ald. Joe Clausius registered in support, stating that the Ridgewood Neighborhood has no problem with the project. Joe Steines registered in support, stating that as a member of Friends of Starkweather Creek, he appreciates the orientation of the building and the location of the large parking lot away from the creek.

The Commission discussion focused on the following issues:

- Removal of the drive aisle along the southeast side of the primary parking lot.
- Enhancement of the driveway curve near the street with landscaping and/or other treatments.
- The window proportions on the southwest elevation and level of articulation necessary for that facade.
- The need to comply with the Large Format Retail Ordinance.
- Whether the widths of some of the drive aisles (particularly in the rear of the building) could be reduced and still comply with Fire Department requirements.

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 6, 6.5, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2101, 2109, 2115 East Springs Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	6	6	6	6	6	6	6.5
	7	6	-	7	-	6	-	-
	7	6	-	-	-	6	7	7
	7	5	-	-	-	6	6	6
	-	-	-	-	-	-	-	7
	7	6	-	-	-	7	-	7

General Comments:

- Very good.
- Very attentive developer. Collaboration with Friends of Starkweather Creek is best example of their willingness to be a green neighbor. Not sure why you are doing a third info presentation, this is approvable.
- Nice sensitivity to Starkweather Creek.
- Nice improvements.