



UDC MEMO Planning Division

Department of Planning & Community & Economic Development

126 S. Hamilton Street
P.O. Box 2985
Madison, Wisconsin 53701-2985
www.cityofmadison.com

TO: Urban Design Commission
FROM: Janine Glaeser, UDC Secretary
DATE: July 18, 2018, 2018
SUBJECT: ID 41566 (UDC) – 209-261 (formerly 241) Junction Road - PD Modification and SIP for "Prairie Towne Center." 9th Ald. Dist.

The applicant, John Seamon from Iconica, is before the Urban Design Commission requesting Final Approval of a Planned Development (PD) - General Development Plan (GDP) – Special Implementation Plan (SIP) modification to build a new 8,233 s.f. commercial building on Lot 1.

Schedule:

UDC received an informational presentation on **Feb. 21 and April 25, 2018.**

Plan Commission will review on **July 30, 2018**

Common Council will review on **August 7, 2018**

Project Description

This application for a Modification of GDP/SIP is to add a Lot 1 building in a remote part of the parking lot area. The Lot 1 building is approximately 8,233 gross square feet. It will accommodate 3-5 separate commercial businesses. The building is of a scale that would represent the addition of modest sized commercial tenant spaces not currently available within the development with a goal of attracting smaller food/beverage tenants.

Though the proposed material palette and building massing reflect a modern vocabulary, the color and proportions tie in with the existing development. The exterior materials include larger format (12" x 24") split face block at the base, white brick (same size as existing) and the use of red terra cotta colored architectural elements such as standing seam awnings.

Approval Standards

This request has been submitted as an alteration to a Planned Development (PD) Zoning District, in which case the UDC is advisory to the Plan Commission. This alteration to a PD request is subject to the approval standards of MGO §28.098. The UDC is required to review the General Development Plan and Specific Implementation Plan and make a recommendation to the Plan Commission with specific findings on the design objectives listed in Subsections 28.098(1) and (2) and the other requirements of this Subchapter.

Design Considerations

The Urban Design Commission provided recommendations on the April 25, 2018 Informational Review as follows:

- Building face should face Junction Road, no back of house facing street.

- Provide vision glass at window boxes