

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** August 17, 2011

TITLE:      1129 South Park Street – Demolition to      **REFERRED:**  
Construct New Gas      **REREFERRED:**  
Station/Convenience Store in UDD No.      **REPORTED BACK:**  
7. 13<sup>th</sup> Ald. Dist. (23443)

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

DATED: August 17, 2011      **ID NUMBER:**

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

### **SUMMARY:**

At its meeting of August 17, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of plans for a new gas station/convenience store located at 1129 South Park Street. Sutton noted that changes include access from Olin Avenue has been reduced in size and made a one-way onto the site only, increase in planters, removal of the handicapped parking stall next to the building and all parking moved to the south of the pumps, the addition of one stall and an increased planting schedule. The parking count, however, is still below City requirements. Ron Shutvet spoke in opposition to this particular project but is in favor of this gas station being reconstructed because it needs it. His main concerns are the handicapped parking area being moved and causing that area to be too crowded, which will make it difficult for a wheelchair bound person to get in and out of a van. He thinks there is too much being put on this amount of square footage of property and worries about the food area causing conflicts. He stated that when this gas station has gas cheaper than anyone else in the City, this causes long lines and back-ups of traffic and worries that a restaurant will further congest this small area. Sutton suggested relocating the bicycle parking to the other side to make more room. Smith also had concerns with the layout, particularly a larger vehicle that will extend from the pump. Barnett wondered about pulling the corners of the tower inward to eliminate one band. Huggins stated this is a very good improvement to an important corner and appreciated Sutton’s taking into account the design guidelines. Slayton was concerned about some of the landscaping elements not making it in that environment, and would like to see more creativity and variation. He suggested that the City look into installing a safety island between the eastbound and westbound lanes at the intersection on Olin Avenue to eliminate u-turning activity; he saw this as a City issue and not the developer’s issue. Additional comments by the Commission were as follows:

- Eliminate the horizontal band encircling the tower element; run mullions all the way up on the tower element.
- Great job with this proposal; important corner and takes into account UDD No. 7 design guidelines.
- Sweet Woodruff and Creeping Phlox won’t survive; eliminate spirea, provide substitutes.

**ACTION:**

On a motion by Huggins, seconded by Lufler, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (8-0). The motion required address of the architectural and landscape comments along with losing a stall on the easterly row of parking and re-shuffling stalls to be more functional.

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, 5, 5.5, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1129 South Park Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	5	5	-	-	4	5	5
	-	-	-	-	-	-	-	5.5
	5	6	5	4	-	4	6	5
	5	5	4	-	-	5	6	6
	6	6	4	-	-	5	6	5
	6	6	6	6	6	6	7	7

General Comments:

- Site plan, parking and circulation are still problematic.
- Lose a stall to enhance circulation. TE should add ped island on Olin Avenue to prevent u-turns. New building is good and restaurant adds vitality, but congestion is an issue.
- Further develop the tower. Site is inherently awkward.
- More diversity with plant species. Concern that Phlox and Woodruff will not survive.
- Tough site – good work.