

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 9, 2007
TITLE: 2613 West Beltline Highway – New Retail/Office/Development. 14 <sup>th</sup> Ald. Dist. (06316)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 9, 2007	<b>ID NUMBER:</b>

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Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Todd Barnett, Michael Barrett, Marsha Rummel, Bruce Woods, Robert March and Richard Slayton.

Wagner abstained.

### **SUMMARY:**

At its meeting of May 9, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new retail/office/development at 2613 West Beltline Highway. Appearing on behalf of the project were Doug Hursh, Andrew B. Inman, P.E., Sarah Shoemaker and David Marquardt. The project provides for the development of a commercial/retail/office development featuring two 5-story buildings facing the Beltline, with structured parking to the rear at the middle of the site, including a small building to the rear. Signage will be limited to the retail first floor level of the front two buildings with the remainder of the tenant space dedicated for office above the first floor level. The building materials will consist of brick, precast metal panels and glass/windows. Following the presentation the Commission noted the following:

- Encourage and challenge the applicant to look at providing for more green landscaped open space areas in light of the significant amount of hard surface, a lot of pavement around buildings with no relief; incorporate screen plantings in bioswales areas to screen cars, the queuing space in the turn around space is too short, consider moving in between the two front buildings.
- The roundabout needs to be done right not at the center.
- The amount of parking appears excessive.
- Sidewalks should meet the corners at 90 degree angles, not 45.
- Integrate pedestrian access with adjacent sites.
- Consider one side and one-way fire access lane which will allow tightening up of the amount of drive aisle at the front of the building to create more greenspace.
- Consider moving building closer to street with parking at the rear to resolve issues with front versus back.
- Pull some of the parking to the back to move building to street and/or provide more greenspace at front.
- Consider underground parking below buildings to reduce the amount of surface parking proposed.
- Square off front of buildings to eliminate the roundabout to create a greenspace plaza in front and in between both structures.

- Face parking garage with building as an alternative.
- Lots of impervious surface issues with stormwater. Consider incorporating porous paving within half the surface parking lot in front of the two proposed buildings facing the West Beltline Highway, in addition to using openings and curbing to accommodate additional stormwater run-off and provide for infiltration.
- Provide more trees along the property's West Beltline Highway frontage.

Following the presentation, the Commission and the applicant noted that the siting of the buildings was intended to take advantage of solar orientation, provisions for some collection and direction of stormwater into open space and bioretention areas have been provided, in addition to looking at the utilization of some green roof amenities.

**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 5, 5/6, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2613 West Beltline Highway**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating	
<b>Member Ratings</b>	-	7	-	-	-	-	-	-	
	5	6	5	-	-	5	6	5/6	
	6	8	7	-	-	6	7	7	
	6	-	5	-	-	5	6	6	
	5	5	5	5	-	4	4	5	

General Comments:

- Traffic concern with round-a-bout too close to frontage road.
- Parking garage exposed at south end should be addressed. Lose round-a-bout and create public gathering where buildings meet.
- Needs a lot of tweaking.
- More greenspace in front of building. Very nice start and improvement from existing.
- Parking structure – relation to McDivitt. Rethink rotary entrance – enhance outdoor space. Utilize solar access.
- Needs a thorough review of ped connectivity site-wide. Round-a-bout is poorly designed. Front parking area could be tightened up to create more green. Green roofs would be welcome.