

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 2, 2015

TITLE: 550 Junction Road – PD(GDP-SIP),
Mixed-Use Community Consisting of
Three Buildings with Commercial and
Residential Uses. 9th Ald. Dist. (39396)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 2, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, Dawn O’Kroley, Lois Braun-Oddo, Cliff Goodhart, Michael Rosenblum, John Harrington and Sheri Carter.

SUMMARY:

At its meeting of September 2, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PD(GDP-SIP) for a mixed-use community located at 550 Junction Road. Appearing on behalf of the project were Randy Bruce, Don Schroeder and John Leja. Bruce reviewed the site plan and surrounding uses. A connection between the alley with the option to exit at a lighted interchange will help with traffic flows. The Alderperson feels this is a good idea. A future bicycle path will connect across their south property line. Architecture uses a bit of an Art Deco theme. Grade issues will drive the location of retail access. Multiple entry sites are available through the site, but not directly on Junction Road.

Comments and questions from the Commission were as follows:

- I can’t support the driving lane going through parking. You don’t have enough greenspace.
 - We look at it as an improvement to their existing situation. It’s not what we would have done if we’d planned it from the get-go, but it is an improvement over what’s there. The developer is trying to help out an existing situation by doing this. There’s obviously some cost associated with that and a lot of agreements that have to be addressed. It’ll help support a commercial use at this location, at the same time I understand your concern. If the connection is going to be there it’s right to have the parking there.
- I think the design is nice. It’s Art Deco-ish without being too heavy handed.
- How will you find the door if you’re coming as a visitor (especially the commercial/retail spaces)?
 - I don’t know if this is going to be addressed as Junction Road or a private street.
- It’s very hard when it’s all oriented backwards, to understand how to get back there relevant to the commercial/retail spaces versus residential entries.
- What about landscaping this and making it something usable for the residents?
 - This could have some greenspace on it but I have a parking deck below there.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 550 Junction Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	8	3	-	-	-	-	-

General Comments:

- Main building needs to address the non-entrance entrance to commercial, seems awkward. Kids area seems to be off to the side without any other interaction to the total design.