

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 19, 2008
TITLE: 4021 Grand Crossing Road – Phase I, PUD-SIP of an Amended PUD-GDP for Retail, Mixed-Use, Large Retail and Office, and a Multiple Venue Movie Theater Complex. 17 th Ald. Dist. (10258)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 19, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of November 19, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for Phase I, PUD-SIP of an Amended PUD-GDP for retail, mixed-use, large retail and office, and a multiple venue movie theater complex located at 4021 Grand Crossing Road. Appearing on behalf of the project were Michael Cummings, Katie Falvey and Atty. Henry Gempeler, all representing Marcus Theatres Corp. Prior to the presentation staff noted that the agenda was incorrect in listing the consideration of development of a mixed-use, retail, office development including movie theater at 4021 Grand Crossing Road incorrectly listed as an Amended PUD-GDP. Earlier considerations of the Amended PUD-GDP had already been provided at the Commission's meeting of October 15, 2008. The application as submitted requests an informational presentation on the Phase I, PUD-SIP based on the previously approved Amended PUD-GDP that includes the multiple venue movie theater complex and main street improvements including the circular plaza feature that will provide a focal point to future commercial retail development around it, as well as a tie between the main street feature and theater complex. The project team then presented details of various building elevations for the theater complex including potential signage and other features. Chris Thiel provided details on the overall site design associated with the Phase I improvements including the building of the circular plaza area, the theater and main street improvements including associated surface parking and landscaping details. Following the presentation the Commission noted the following:

- Would like expanded plant list plus place holder plaza details.
- Design of the plaza should eliminate odd tree at street, doesn't relate to the plaza patterning or street tree pattern.
- Resolve dead ending of surface parking lot with outdoor eating area adjacent to the theater complex.
- Porte cochere appears tacked on, needs more integration.
- Need to provide tree islands at an interval of 12 stalls.
- The circular plaza feature, the hardscape is OK but tree planting patterning could be more developed with future phasing.
- Limit the amount of Marmo maple.
- Provide more information as to stormwater detailing with future consideration of the project.

- Provide qualification on the details of separation between surface parking and the entry to the building.
- The porte cochere canopy not up to the same standard as design of the rest of the building's façade.
- Provide street level perspective of the porte cochere.
- Provide bike rack cut sheets with final approval of the project.
- Appreciate the reorganization of the building.
- Provide more programming information with the development of the circular plaza feature.
- Need to extend porte cochere into the building or including consideration for the extension of the vertical pilaster features on the building façades to the treatment or design of the porte cochere.
- Consider wrapping glass wall treatment around more of the upper elevation.
- Modify door openings to break up horizontal façade.
- Provide an enlarged site plan of entry area with details on pedestrian circulation and crossing.
- Provide covered bike parking within overhang areas of the building.
- Use large trees to enforce pedestrian pathways.
- Provide more landscaping adjacent to the bowling and parking entry.

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, 6 and 6/7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4021 Grand Crossing Road

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

General Comments:

- Porte cochere development (rotate?) – wrap glass panels around entire building.
- Work on outdoor eating space/adjacent to small car parking lot; porte cochere seems tacked on.
- Good information-anxious to see additional design development.
- Nice architecture, plant diversity but obscene amount of surface parking. This is truly unfortunate.
- “Green sprawl,” nothing more.