

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 15, 2008
TITLE: 4021 Grand Crossing Road – 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: October 15, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Bruce Woods, Jay Ferm, John Harrington, Ron Luskin, Marsha Rummel, Dawn Weber, Richard Slayton and Richard Wagner.

SUMMARY:

At its meeting of October 15, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of an Amended PUD-GDP located at 4021 Grand Crossing Road. Appearing on behalf of the project were Christopher Thiel, representing SAA Architects; and Katie Falvey and Att. Henry Gempeler, representing Marcus Corporation, with Ald. Joe Clausius speaking in support. Revisions to the project as presented were also noted within a cover letter within the application packet dated October 9, 2008. The presentation paralleled much of the information contained within the letter as follows:

- The orientation of the Marcus building has been tilted southerly with parking downsized and adjusted to include hybrid parking and handicapped accessible parking with more screening at the front with the building closer in proximity to the Main Street with an extended porte cochere.
- The density of the size of the two outlying westerly commercial buildings (Buildings A and B) have been modified to reflect the possible location of parking structures. Two additional buildings have been added on the westerly rim of the circular plaza feature, in addition to the one previously proposed.
- Opportunities for structured parking will be provided between the two existing westerly retail pads under the commercial buildings or closer to the entertainment facility as densities and economics dictate for future phasing and development.
- The parking to the north of the theater building provides primarily for employee parking and overflow parking for the theater.
- The request to move retail pads closer was not done, it interferes with the site lines to the theater and smaller retail.
- Consideration for parking structures follows future phasing at appropriate higher densities will follow.
- The realignment and adjustment of the location of the theater with extended porte cochere provides for protection from northwesterly winds.
- The request to consider squeezing an additional building in between the main street and the theater was not done due to adjustments with the orientation of the theater.
- Provisions for hybrid and handicapped accessible parking.

- Landscaping and other improvements.
- A request to reconsider the internal layout of the theater was not changed due to the efficiency of the theater complex as already designed.

The applicants and staff noted an evaluation of the project by Brad Murphy, Planning Division Director that contained preliminary comments on the project. Both the applicants and the Commission noted its value in providing input in consideration of the idea.

Following the presentation Ald. Clausius spoke in support of the project noting the preliminary approval with conditions warranted. Following the presentation the Commission noted the following:

- Done a lot in response but question if additional stories instead of spreading out of theater was considered. The applicant noted multiple stories was more costly and effect accessibility.
- Like strength of connection of theater to the main street.
- Need to consider TDM program and measures for employees to provide alternatives to parking and auto-oriented design; need a strong effort as required according to the (big box) standards.
- Involved and supported original vision for an alternative approach with original project.
- All of Phase I involves a large parking field and theater, would like circular plaza to be part of Phase 1 to create something special.
- Like east's linear corridor. The radial pattern on the remainder limits ability to develop in a more pedestrian friendly manner. Question the long-term viability of the outer reaches of the development plan.
- Building cuts site off from the dominant greenspace in area and needs to be more integrated with the main street.
- Not confirmed that a parking structure could not be supported with initial phases.
- Not convinced about paving over northerly area behind the theater.
- Need more canopy tree plantings in the radial parking lot areas as well as behind mixed-use buildings, extend sidewalks along radial spokes.
- Parking needs large canopy trees and islands; especially major shade trees.
- Critical to have a strong pedestrian link to main street; needs work.
- No loss of previous project concern with development along main street not happening. The first phase should include circular plaza and several buildings along the northerly rim of the plaza.

Continued discussion by the Commission noted that final approval of the project could be granted with conditions beyond the applicant's request for initial approval.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0). The motion required address of the following with consideration of the first phase SIP:

- Provide for additional canopy tree plantings in radial parking lot areas as well as behind the mixed-use building, including extending sidewalks fully along the radial spokes. Provide for large canopy trees in islands, especially major shade trees. All landscaping shall emphasize the use of native plantings.
- The surfaced parking area along the backside of the theater shall incorporate the use of porous pavement.

- Consideration options for the development of structured parking shall be further detailed including address of TDM measures.
- Consideration of the first phase SIP shall address the development of the circular plaza feature.

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, 6, 6 and 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	-	-	-	-	-	-	-	5.5
	-	-	-	-	-	-	-	5
	6	-	-	-	-	6	7	6
	5	-	5	-	-	4.5	5	5
	5	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	6
	8	-	6	-	-	8	-	7
	-	-	-	-	-	-	-	6
	5	-	-	-	-	6	5	5

General Comments:

- Applicant has demonstrated dogged refusal to consider positive suggestions.
- East of theater consider future pedestrian path to greenspace.
- Plan revisions greatly improve design. Nice main street adaptation.
- Nice main street, but theatre building site cuts off adjacent greenspace.
- Improved with entry changes, circle of retail around plaza. Inclusion of plaza into Phase I is essential for success of new vision for site. Appreciate seeing parking structure placeholder.