

AGENDA # 12

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 15, 2008
TITLE: 2101, 2109, 2115 East Springs Drive – Conditional Use/Planned Commercial Site; 99,000 Square Foot Retail Building. 17 th Ald. Dist. (12240)	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, Ron Luskin, Marsha Rummel, Dawn Weber, Richard Slayton and Richard Wagner.

SUMMARY:

At its meeting of October 15, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a conditional use/Planned Commercial Site located at 2101, 2109, 2115 East Springs Drive. Appearing on behalf of the project were Gary Steinhafel, Juliette Wagner, and Larry Stone, representing ICONICA. Prior to the presentation staff noted that the site was previously the subject of a failed development for “Sam’s Wholesale Club” where significant issue with the development plan’s effect on the adjacent Starkweather Creek Watershed, as well as wetlands provided considerable controversy and ultimately failure of the project to receive approvals. As an introduction to the current redevelopment proposal, the applicants noted their extensive study of issues with the prior development plan to address concerns relative to impacts on the Starkweather Creek Watershed and adjacent wetlands, including support from the “Friends of Starkweather Creek.” The plans provide for the development of two outpad buildings immediately fronting and abutting the property’s East Springs Drive’s frontage at 8,000 and 18,000 square feet in size, with a large one-story anchor building at 99,726 square feet in size to house the Steinhafel’s Furniture Store. The two outpad buildings are intended to be developed with uses compatible to the anchor building’s use as a furniture store. The review of the proposed plans emphasized the following:

- The development of a sustainable anchor building on the site featuring green amenities such as the use of LED and/or ceramic metal halide lighting fixtures in lieu of incandescent fixtures, which are more energy efficient and less costly.
- The inclusion of rooftop windows to provide direct daylighting to the interior of the building, including large and expansive extent of windows along the building’s eastern elevation.
- The site plan development will feature the use of pervious pavers, the banking of parking stalls for future use, rain gardens, bioretention areas, as well as the reuse of rainwater with the incorporation of a cistern for watering of plants and lawns.

Following the presentation the Commission noted the following:

- Look at creating more interaction between the three buildings and create more of a synergy. Make front doors of the two street side buildings closer to the main building.

- Good for a big box store but need to encourage people to walk. Add a cool amenity that makes walking a pleasant experience between the three buildings.
- Unfortunate that southwest façade faces open space wetlands.
- Like no parking in front of the outpad buildings at the street but the two buildings need a stronger tie to the main anchor.
- Enhance drainage on the southwesterly and southeasterly sides of the anchor building by making it green such as a prairie edge.
- A large greenspace around main anchor building to allow for more trees.
- The statement that the anchor building is intended to create a residential feel requires more lawn, especially with landscaping.
- Look at sharing one driveway entry to all three buildings and look at switching out the location of the outpad buildings.
- Bring pond further up toward the façade of the southwest elevation.

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, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2101, 2109, 2115 East Springs Drive

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

General Comments:

- Amazingly enlightened big box design concepts. Thoughtful sustainable design.
- Excellent site/sustainability approach.
- Big box done well. Green/sustainable features are commendable.
- Interesting site design for big box project, with lots of greenspace and low average parking ratio. If Friends of Starkweather Creek is excited by protection of creek, it is very good news, compared to the disaster of past proposals.