

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 13, 2008
TITLE: 2401 Shopko Drive - PUD-SIP for a Retail Building. 15th Ald. Dist. (11507)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: August 13, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of August 13, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD-SIP for a retail building located at 2401 Shopko Drive. Appearing on behalf of the project were Chad Gebhardt and John Brigham. The applicants stated that there is a retail opportunity on this site which has frontage on Aberg Avenue and Shopko Drive. They asked for the Commission's guidance on how to orient the building on the site. The Commission discussed the lack of vehicular, bicycle and pedestrian connections from the south and sidewalks along Aberg Avenue. Although the Commission discussed the potential of an "L-shaped" building with one leg running along Aberg Avenue and the other extending towards Shopko Drive, they requested additional contextual information, including photographs of existing surrounding development.

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 rating for this project is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2401 Shopko Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	-	-	-	-	4	-	5

General Comments:

- Vicinity plan/map is needed. Ring of parking around building is poor, limited green space and is not efficient. Consider angled parking with one-way circulation.
- Need context to offer meaningful comments. Poor present urban planning in Shopko/Aberg area is retarding healthy and viable development in entire area.
- City Planning, the Mayor, and City Engineering need to step up and repair the street grid in this area, to promote business health and neighborhood connectivity.
- Need context map to determine best site location. Property very inaccessible. Concern that lack of pedestrian connectivity, sidewalks to cross limited access highway – will only continue. Only one way to get to project. Opportunity to repair this suburban-style development would be welcome. Show us wetland locations next time.