

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 9, 2006
TITLE: 4725 Tradewinds Parkway – Tradewinds Business Park – Lots 9-11; New Construction, “Marcus Theatres” in Urban Design District No. 1. 16 th Ald. Dist. (04190)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 9, 2006	ID NUMBER:

Members present were: Lou Host-Jablonski, Acting Chair; Michael Barrett, Todd Barnett, Lisa Geer, Ald. Noel Radomski and Cathleen Feland.

SUMMARY:

At its meeting of August 9, 2006, the Urban Design Commission **GRANTED INITIAL APPROVAL** of new construction of a “Marcus Theatres” located at 4725 Tradewinds Parkway. Appearing on behalf of the project were Ald. Judy Compton, Dennis Bauer, Katie Falvey, Paul Phillips and Jeff Stone. The plans as presented featured an overview of site context in combination with site/landscape plan provisions and review of the various building components. Following the presentation, the Commission noted the following:

- The landscape worksheet has been inaccurately completed; trees counted twice so as the plan is short approximately 25 canopy trees.
- The site plan provides amply for cars with duplication of drive aisles; replace the formal main entry to provide for enhancement of tree-lined pedestrian ways, the necking down of drive aisle widths, additional infiltration areas, along with integration of more tree islands.
- Examine opportunities for shared parking with the maximum build-out of on-site parking to be reexamined with the banking of parking areas considered based on actual needs.
- Examine pulling the buildings toward Tradewind Parkway to accommodate future expansion.
- Need to work on pedestrian circulation to facilitate navigation through the surface parking lot
- Relative to architecture, add trees against the facade of the building to enhance and soften its elevations.
- Take opportunity to create continuous planting islands within the surface parking area to break up the expanse of impervious area.

ACTION:

On a motion by Geer, seconded by Ald. Radomski, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a roll call vote of (5-1) with Host-Jablonski, Barnett, Geer, Ald. Radomski and Feland voting aye and Barrett voting no. A previous motion for referral by Barrett, seconded by Barnett voting aye with Host-Jablonski, Geer, Ald. Radomski and Feland voting no. The motion required address of the above stated concerns and the following:

- Provide more tree-lined pedestrian walkways, provide landscaping around the perimeter of the building, especially canopy trees to break up the expanse of its facade.
- Examine the relocation of the building towards its Tradewind Parkway frontage to provide for future expansion.
- Provide for the banking of surface parking stalls based on need, in addition to providing bike stall parking details.
- The north facade requires readdress architecturally.
- Provide a potential break area for employees within the landscaped setting.
- Look at ways of incorporating larger tree islands to provide for on-site infiltration, in addition to look at the banking of surface parking stalls, in combination with creating a better street experience.

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, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4725 Tradewinds Parkway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	6	5	5	8	6	5	6
	-	-	-	-	-	-	-	6
	6	5	7	-	-	6	-	6
	6	6	5	6	7	5	5	5.5
	4	6	4	-	-	-	-	5

General Comments:

- Improve landscape, site circulation.
- Create a more pedestrian-friendly approach to the building – possibly a tree lined walkway. Correct parking lot landscape calculation, required trees cannot count toward point total.
- This site needs more thought as to moving pedestrians through the parking lot safely. Building could use more landscaping too.
- Provide clear, dedicated pedestrian walkways that are tree lined. Better landscaping should surround this building. Excess parking should not be paved until actually needed.