

AGENDA # 13

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 24, 2006
TITLE: 7050 Watts Road – PCD(GDP-SIP) (Alteration) for a Fueling Station at Sam’s Club. 1 st Ald. Dist. (03723)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 24, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lisa Geer, Michael Barrett, Todd Barnett, and Cathleen Feland.

SUMMARY:

At its meeting of May 24, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for an alteration to a PCD(GDP-SIP) for a fueling station at Sam’s Club located at 7050 Watts Road.

Appearing on behalf of the project were Eric Morff, Joan Bachleitner and Corey Johnson. The project provides for the development of a convenience fueling station on portions of the existing Sam’s Club and Wal-Mart sites located at the center of the combined sites’ frontage along Watts Road behind an existing landscape berm. It was noted by the applicant that the development of the facility was to provide for additional services to the customers of Sam’s Club. Sam’s Club has agreed to provide for the installation of signalized traffic control measures along Watts Road in order to diminish potential problems with the ingress and egress of vehicles, as well as internal circulation between the proposed development, as well as the existing Sam’s Club and Wal-Mart sites.

Following the presentation of the plans, the Commission noted to the applicant that this approval would require the upgrade and necessary modifications for code compliancy for all parking associated with both Sam’s Club and Wal-Mart, including the redevelopment site. Staff noted that the applicant was aware of this requirement based on the redevelopment site’s being a portion of both combined sites, thus requiring an upgrade to all the collective sites. It was also noted that the applicant should look at the lighting code to make sure the existing sites and proposed development sites were not over lighting. The Commission also noted that it appeared that it was not a good location to provide for more intense redevelopment due to bottle necking and traffic congestion issues; it might be better located as an alternative along the north side of the combined sites adjacent to the Beltline. The Commission also noted that the applicant should reexamine existing entrances with the possibility for the need for another driveway location. It was also noted that the applicant should look at alternative traffic circulation options for the Sam’s Club, Wal-Mart, and redevelopment sites to relieve current and potential congestion problems.

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, 4 and 4.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7050 Watts Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	4
	5	4	-	-	4	4	5	5
	5	3	3	5	-	3	1	4

General Comments:

- Traffic nightmare. Opportunity for applicant to revise and improve existing lot and circulation.
- Additional traffic flow needs to be taken into account.
- Ugly, but it's at least intensifying the use of an already ugly parking lot.
- Parking lot worksheet will be required for landscaping. Update islands and lighting.