

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 25, 2006

TITLE: 2703-2805 West Beltline Highway **REFERRED:**
Frontage Road/2810-2818 Todd Drive, **REREFERRED:**
Landmark Gate/Office-Retail Development
PUD(GDP-SIP)-14th Ald. Dist.

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: January 25, 2006 **ID NUMBER:**

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Todd Barnett, Lisa Geer, Robert March, Michael Barrett, and Jack Williams.

Members Excused: Bruce Woods and Cathleen Feland

SUMMARY:

At its meeting of January 25, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) for an office/retail development called "Landmark Gate" located at 2703-2805 West Beltline Highway Frontage Road/2810-2818 Todd Drive. Appearing on behalf of the project was Doug Hursh, architect, Sarah Shoemaker, representing Mortenson Investment Group; and Andy Inman of Vierbacher Associates. The modified plans as presented featured the following:

- The addition of landscaping along areas adjacent to the frontage road; the addition of trees between the building and surface parking, in addition to the first floor commercial/retail façade.
- Pedestrian connections have been provided across the site from the Sergennian's building along with a direct connection from the property's West Beltline Highway frontage road, as well as the corner of the West Beltline Highway frontage road and Todd Drive.
- A review of the building elevations emphasized the applied building material treatment consisting of tinted precast concrete, rib metal wall panels, Low E tinted glass, and brick, in addition to clear anodized aluminum window and curtain wall framing.
- Address of the Commission's previously stated concern relative to pulling the building east to relate to the street (frontage road) was provided with a review of cross-sectional details emphasizing the need to provide for a required setback to address local ordinance as well as to State highway requirements for a setback and noise abatement provision. It was also emphasized that the setback was necessary to maintain visibility and accessible parking for first floor retailers.

Following the presentation the Commission expressed concerns on the following:

- The amount of parking stall appears to be excessive. According to the applicant, the need to provide for the retail component dictated the level of parking, as well as its location which required the maintenance of accessible surface parking for retailers.
- Still torn on building location; consider providing alternative pedestrian facilities across site parallel to the U.S. Beltline frontage road.
- Consider creating level areas in landscaping for use in areas such as seeding combined with landscaping.
- The landscape plan is improved, balanced and deals with the heat reduction and stormwater issues, as well as the setback issue with the Beltline Highway being appropriately addressed.

ACTION:

On a motion by Barrett, seconded by Ald. Radmoski, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 2703-2805 West Beltline Highway Frontage Road/2810-2818 Todd Drive. Voting in favor of the motion was March, Ald. Radomski, Host-Jablonski, Barnett, Geer, and Williams; voting no was Barrett, with Wagner abstaining. The motion was passed on a vote of (6-1-1). The motion required that the plans be modified for staff approval to incorporate pedestrian connections to provide more direct routes to the building with edge to the street with all fixtures to be metal halide.

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 4, 6, 6, 7, 7, 7, and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2703-2805 West Beltline Highway Frontage Road

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

General Comments:

- Nice architecture. But entirely too much parking – way beyond code requirements. Very disappointing that the neighborhood association advocated against better pedestrian connectivity.
- Good compromise on setback.
- Decent design for a commercial building. Not a very friendly “rear to the adjoining buildings.
- Appreciate the density and structured parking. The additional trees within the islands will improve the heat and glare. The patio and colored paving will add to the pedestrian interest and use.
- Good architecture – site plan a compromise but O.K.
- Thorough, nice project. Investigate pedestrian traffic from Beltline frontage road to project and to future developments.