

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 26, 2020	
TITLE: 7050 Watts Road – Alteration to a Previously Approved PD(GDP). 1 st Ald. Dist.	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Janine Glaeser, Secretary	ADOPTED:	POF:
DATED: February 26, 2020	ID NUMBER: 57488	

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Christian Harper, Rafeeq Asad, Shane Bernau, Jessica Klehr and Tom DeChant.

SUMMARY:

At its meeting of February 26, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to a previously approved PD(GDP) located at 7050 Watts Road. Registered in support of the project was Daniel Stewart, representing At Home. Stewart gave a synopsis of the project, noting that a Certified Survey Map has been approved to subdivide the lot as there is more parking than they need. He showed a layout of the proposed CSM and reviewed the site layout. They are trying to keep the existing buffer of trees along Watts Road. Modifications include removal of some parking, a rotated site with more of an impact on the bermed landscaping. A proposed line of shrubs would be similar to what is at the Land’s End site on Junction Road. Watts Road is higher than the parking lot and the berm will screen cars.

The Commission discussed the following:

- This is better, even though you don’t have a detailed final plan, including exactly what would happen to the existing plantings, it’s heading in right direction. We came down pretty hard on that last time as some plantings will be affected. Our concern is that it not be clear cut for parking. We’re getting assurance moving in this direction that it is not going to happen. I’d suggest a single line of trees along the parking lot in addition to the existing trees.
 - This does not reflect the existing plantings, that would be the hedge row to buffer parking. We’d supply street trees in addition to what has been provided, and in the area affecting the existing plantings we would come in with new trees.
- How close is that parking in the fanned area and hitting the existing drive, is it too tight?
 - Once we know the exact size of the building we’ll be able to tighten that up. We could pull it in if necessary. We were focused on the Watts Road frontage.
- Given that you don’t have a tenant, could the footprint change?
 - Yes it is possible. This is a concept most developable on this lot. The building may change from front to back or side to side.
- It would be desirable to pull it further from Watts Road.

- We want to make sure it is a viable lot to go forward with.
- How are you choosing how many parking spots you need/want?
 - This is less than we'd like to have. We did a code check, if it's straight zoning there is no minimum parking requirement, we're using industry standards and shaving off from that. If it's a retail use we would be under parked. As we know, the preference is to park by the building. We've tried to maximize it around building.
- With this application you are proposing the building to be on the north side of the site, with a ring around it and minimum buffer on Watts Road. We do have some commitment with the GDP and wouldn't expect that to come back.
- This is marginally better than the previous site plan. I like that we have that corner allocated for stormwater management.
 - We reduced the building footprint some so we now have a 35-50-foot buffer, and lost 15 or so parking stalls. It was a significant change. The circulation is not as fluid but still agreeable.
- The updated plan is considered more compatible with the existing context with the parking further away from Watts Road. It's more in keeping with what's there now.
- Most of the major comments have been addressed. Given this is a GDP we'll see the SIP later.

ACTION:

On a motion by Weisensel, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-2) with Bernau and Klehr voting no. The motion noted that major comments have been addressed and an SIP will be submitted in the future.