

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** May 27, 2020

TITLE: 7213 Mineral Point Road – New
Development, Shoppes on Mineral Point.
9th Ald. Dist. (58752)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: May 27, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of May 27, 2020, the Urban Design Commission **GRANTED INITIAL APPROVAL** of new development located at 7213 Mineral Point Road. Registered and speaking in support were Andrew Goodman, Scott Shust and Scott Digilio, representing GMX Real Estate Group. Goodman presented the site plan, noting easements, cross access, and that this is the only lot in West Towne Mall that they control. They have situated the building based on the location of the storm sewer. A sidewalk has been added to the south side of the building to allow for ADA access. Bike racks are located on the southeast corner of the building. He discussed the renderings, architecture and building materials. They are limited to a 20-foot building height maximum but wanted it to feel like a four-sided building. The landscape plan follows guidelines and uses regional plantings, with Maples and Honey Locusts to cover the parking lot and provide shading, landscaping around the transformer and lined along the new sidewalk.

The Commission discussed the following:

- The back of the building is facing Mineral Point Road.
- In some of the landscape peninsulas between Firestone you had Vinca Major listed, which won't grow here. Vinca Minor would but I would not recommend using that one; the DNR classifies it as invasive. I'd replace Vinca with Prairie Drop Seed, Allium Summer Beauty, or some other non-invasive ground cover or grasses.
- Is there any alternative to spandrel to give that Mineral Point facing façade a non back-of-house look?
- Since it's pretty much a square building I thought if you turned it 90 degrees and oriented it to the east, at least you would have side windows facing Mineral Point. There has to be a back somewhere and that would be on the access drive as you're coming in.
- I like that Cliff.
- I like the comment about orientation. If it's feasible it would solve some issues. The canopies have this blue pronounced line that all follow the exact same datum except for one, and that one is driving me crazy. It should be a different color, it's throwing me off. But I do like the direction it's going.

- It's a lot of ups and downs and ins and outs for a little building.
- I didn't think of the rotation. Depending on what they can do that would take care of the streetside façade issue, which has always been a struggle. Then it orients the back to the essentially entry drive. Otherwise just doing the comparisons from before and after this is a significant improvement.
- By keeping a percentage of glazing, you're constrained to back-of-the-house along your demising wall. I understand your layouts and functionality for the site, but the back is along Mineral Point Road and it's going to be a real struggle in keeping that updated when you do leasing plans. That's based on feedback from other developers in the City.

Goodman addressed orientation, noting that there is a 4-5 foot grade drop from Mineral Point Road to the proposed finished floor elevation of the site. You're not even going to be able to see the lower tier of the building from Mineral Point Road. The elevations appear more pronounced than they are actually going to be because of that grade drop. They spent a lot of time playing with orientation, how to layout the building and orient with the site constraints, get the pedestrian and vehicular traffic to flow naturally through the site; they found this to be the best orientation.

Firchow noted that there are maximum spandrel requirements and other Zoning Code requirements for street oriented entrances and percentages of windows that are clear. The underlying zoning impacts this development.

ACTION:

On a motion by Braun-Oddo, seconded by Weisensel, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion noted the following:

- Address concerns regarding the back-of-house facing Mineral Point Road.
- Reduce the amount of spandrel glazing shown on exterior elevations.