

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 15, 2008
TITLE: 2401 Shopko Drive – PUD-SIP for a Retail Building. 15 th Ald. Dist. (11507)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 15, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Bruce Woods, Jay Ferm, John Harrington, Ron Luskin, Marsha Rummel, Dawn Weber, Richard Slayton and Richard Wagner.

SUMMARY:

At its meeting of October 15, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD-SIP located at 2401 Shopko Drive. Appearing on behalf of the project were John Brigham and Chad Gebhardt, both representing CAG Development. The applicants provided an update to the Commission on proposed modifications to retail development based on three concepts. The first concept presents the building as previously proposed but has been modified to create a presence closer to Aberg Avenue with an enhanced pedestrian access around the building, including a pedestrian connection to Aberg Avenue with more detailed drive-up accommodations. The other two options feature moving the building onto Aberg Avenue or immediately upon the property's Shopko Drive frontage. Following the review, the applicant noted the version which places the building directly on Aberg Avenue is the preferred option despite the lack of existing connectivity to the street due to a lack of a public walkway. Following the presentation the Commission noted the following:

- Give up a stall or two to allow for a tree island at not more than a 12-stall interval.
- Like strong street edge with Aberg Avenue including the provision of convenient parking.
- Reexamine location of drive-thru.
- Building should be designed to be four-sided.
- Improved but concern with the need to add traffic islands to enhance pedestrian walkway to Shopko Drive.
- Provide a through-walk adjacent to building, not as proposed to the northwest.
- On rain garden, provide a curb cut to let water in, also in island area around drive-up.

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, 5, 5, 6, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2401 Shopko Drive

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

General Comments:

- Decent site concept, given the difficult, 2-sided nature of the site. Like the building on Aberg concept.
- Consider interior views to permanent greenspace and drive to west. Is pavement needed south of building?
- Additional planted islands are required.
- Alternative B is a nice improvement. Add more trees to canopy? Rethink drive-thru circulation.
- Good start, like building on Aberg.