

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 6, 2006
TITLE: 4725 Tradewinds Parkway – Tradewinds Business Park. New Construction, “Marcus Theatres” in Urban Design District No. 1, Aldermanic District 16. (04190)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 6, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of September 6, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** on the development of the property located at 4725 Tradewinds Parkway, Tradewinds Business Park of new construction of “Marcus Theatre” in Urban Design District No. 1. Appearing on behalf of the project were Katie Falvey, Jeff Stone and Ald. Judy Compton. The revised plans as presented featured the following:

- The relocation of the building north toward its Tradewinds Parkway frontage as requested by the Commission with any future development of an addition along the south elevation of the building.
- An employee break area has been provided within a landscaped setting off of the north end elevation of the building.
- The relocation of the building provides for the development of phased parking. The first phase will provide for parking only on the northerly ½ of the site with the remaining area to be green until the south addition is to be constructed. The south addition area is also to remain green for the interim.
- Additional layers of landscaping have been provided around the perimeter of the building incorporating the use of canopy trees to break up the expansive façade as previously requested.
- Additional tree islands and landscaping has been provided within the surface parking lot, as well as its perimeter, with a redo of the parking lot calculations provided.
- The entry drive from Dutch Mill Road has been redesigned with an off-set and curve to reflect the movement of the building northerly, combined with the elimination of the boulevard, added pedestrian walkways through the surface parking lot to the front of the building.
- Signage is indicated on the building elevations as presented and within the packet.

Following the presentation the Commission noted the following:

- Replace proposed banked stalls along the northerly perimeter adjacent to Tradewinds Parkway with the banking of stalls on the southerly perimeter of the northerly ½ of the surface parking lot to be developed as part of the first phase.
- Pull architectural treatment of main façade around end elevations, add more details, windows, along with enhancements to entries, as well as cornice treatment.
- The landscape parking calculations are still off relevant to shade trees, need a more detailed plant schedule. A registered landscape architect is required to execute and stamp the plan.
- The 5-foot width of pedestrian walkways may be impeded by the car overhang; adjust to provide clearance for pedestrians, including light location as well as landscaping.
- Still a large asphalt field; need more tree islands at an interval of 12-15 stalls.
- Look at the provisions for obtaining a zoning exception to reduce the number of stalls to add four additional tree islands.
- The landscape point schedule should be adjusted to take shade trees out of the point total. The point total is short of the requirement. Need to provide canopy shade trees versus ornamentals.

ACTION:

On a motion by Barnett, seconded by Barrett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required the following:

- The proposed banking of parking stalls along the northerly perimeter at the first phase parking area should be substituted with the banking of stalls along the southerly perimeter.
- The plans shall be modified to provide for 12 spaces between tree islands.
- The tree islands shall contain canopy trees.
- The north elevation shall receive the same treatment as the front, with more fenestration and detailing as well as providing for the enhancement of all elevations as previously noted.
- The stall length adjacent to the pedestrian walkways shall be modified to be 16-feet with a 2-foot overhang to the front of the stall before the raised curve of the pedestrian walkway, in addition eliminate any conflicts with landscaping and lighting within the raised pedestrian walkway area.
- Supply a readable copy of a lighting and photometric plan that meets Urban Design Commission and City lighting standards as well as not to exceed the level of ten footcandles, as well as providing metal halide fixtures.
- The landscape plan shall be prepared by a registered landscape architect and appropriately stamped on the landscape plan.
- As the site plan is developed, the applicant shall work with developers of adjacent lots within the industrial park, as well as the industrial park's developer to provide for shared parking opportunities.

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, 6, 6, 6.5, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4725 Tradewinds Parkway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	5	6	6	7	6	6
	6.5	7	6.5	-	-	-	5	6.5
	5	5	5	-	-	5	5	5
	7	7	6	7	7	8	7	7
	7	6	6	6	7	7	-	6
	6	8	6	-	7	7	7	7
	4	5	4	5	5	6	3	5

General Comments:

- Add additional tree islands within the lot area with shade trees. Required shade trees are still being incorrectly counted in the point totals. Increase 5’ median walks to 9’ wide using 2’ from the stall areas.
- A little light on the landscaping.
- Add tree islands in the 3 long parking rows.
- Excellent job responding to comments; switch “banked” and proposed parking at north and south ends of parking lot; improve north elevation.
- OK with requested changes.