

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 18, 2009

TITLE: 8002 Watts Road – PUD-SIP for a Dental
Office. 9th Ald. Dist. (13661)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 18, 2009

ID NUMBER:

Members present were: Mark Smith, Dawn Weber, Ron Luskin, Jay Ferm, Marsha Rummel, Todd Barnett and Bruce Woods.

SUMMARY:

At its meeting of March 18, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-SIP located at 8002 Watts Road. Appearing on behalf of the project were Duane Johnson, representing Iconica; and Paul Skidmore, representing Carey Group. The modified plans as presented by Johnson emphasized the following:

- Elimination of the sidewalk connection to the north along with its replacement with a sidewalk connection on the south to the existing public sidewalk along Watts Road and adjacent bike path.
- The addition of tree islands and additional bike parking.
- Replacement of border retaining wall now has been redesigned to match the existing masonry on the building with a seating area and a wall signage opportunity for the south elevation.

Following a review of the landscape elements by Skidmore the Commission noted the following:

- Design retaining wall on south elevation detracts from the handsomeness of the building. Want sidewalk closer to building and more direct connection to the bike path, as well as closer to the entry to the building.
- Both signs, the one facing Watts Road and the wall sign parallel to the south elevation are too much.
- Troubled by exercise placed on applicant relative to street relationship; satisfied with modification in response to the Commission's previous review of the project.
- Like angled walk's location, like signs and orientation but need to address Harrington's previous comments, with an alley of trees around the relocated walkway of the south elevation. In response Skidmore stated it could be done with the plan modified to accommodate with the placement of new trees and existing trees to be relocated to create the alley.
- The sign and wall along the south elevation being the same material as the building creates a tie.
- Feels that the project as modified reflects a good job.

ACTION:

On a motion by Luskin, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Barnett voting no. The motion provided that the project was approved as presented with the following:

- The sign letters on both the west and south elevations should be face cut aluminum with back lighting or similar alternative to be approved by staff.
- Move bike rack to not impede sidewalk connection including the alley.

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 6, 6, 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 8002 Watts Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	5	5	3	7	7	6
	-	-	-	-	-	-	-	6
	8	7	6	-	6	7	6	7
	5	7	6	6	4	5	5	6
	6.5	7.5	6.5	6	6.5	6	-	7

General Comments:

- All improved by connectivity to street/signage lacking.
- Nice looking project – will set a good precedent for future development of Watts Road.
- Making the pedestrian connection to Watts Road sets the precedent for further developments on this corridor to make a strong pedestrian connection. This is key to the redemption of Watts Road.
- Very nicely done. The changes are a welcome improvement. Signage?