

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 17, 2007	
TITLE: 1513 Lake Point Drive – Planned Commercial Site. 14 th Ald. Dist. (02868)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: October 17, 2007	ID NUMBER:	

Members present were: Paul Wagner, Chair; Bonnie Cosgrove, Richard Slayton, Bruce Woods, Lou Host-Jablonski, Todd Barnett, Jay Ferm, John Harrington and Richard Wagner.

SUMMARY:

At its meeting of October 17, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a Planned Commercial Site located at 1513 Lake Point Drive. Appearing on behalf of the project were Brad Koning-Shulfer and Steve Shulfer, Shulfer Architects, LLC representing Scott Norton, the property owner; and Scott Norton. Prior to the presentation staff noted to the Commission that the site was previously approved for a mixed-use, Planned Commercial Site reviewed by the Commission in February 2006; where the project was not commenced. The current proposal provides for the development of approximately 38,000 square feet of commercial/office/retail on the site; where future potential development will provide for the project's categorization as a "Conditional Use, Planned Commercial Site." Based on this factor, the applicant, at the recommendation of Planning staff, has submitted for an informational presentation on the project prior to the Plan Commission's formal consideration of a conditional use for a drive-up facility component of the project. Details of the building and site plans were presented that provide for two 2-story buildings featuring a second floor level connector approximately 18,676 square feet and 19,165 square feet in size. The future second phase of the project upon its consideration would convert the "permitted use" Planned Commercial Site into a "Conditional Use, Planned Commercial Site" requiring formal approval by the Urban Design Commission by ordinance. Following the presentation the Commission noted the following:

- Take better advantage of getting more green out in front of the buildings by making parking parallel to Broadway frontage and take extra space and provide green in front of buildings.
- Reduce length of parking stalls to allow for more green at the building.
- Suburban solution with buildings surrounded by asphalt. Look at buildings on street or buildings around a parking court.
- A suburban development, handsome the building. The building breaks rhythm of the neighborhood with adjacent condos, need to make it more dense; figure out how not to make this a suburban development.
- The project is incredibly pedestrian-unfriendly.
- The apron of concrete is unacceptable; needs to be broken up. Break parking down in small pods, will need to get more green in.
- Building architecture is great/handsome but agree on site issues.
- Need trees on south side of building as done with that on the north side of the building.

- Modify the site plan to provide for only one double-loaded parking aisle instead of two which will allow more space for landscaping.
- The pedestrian crossing in front of drive aisle queue needs resolution.
- If the project returns for further review, provide studies as to site development alternatives including context photos.
- Need to provide more bike parking including covered.
- Consult with Zoning on proposed signage which may not be allowed under the property's conventional zoning designation.

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 4, 4, 4/5, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1513 Lake Point Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	4	7	-	-	-	4	5	5
	4	7	4	-	-	4	4	-
	4	5	4	-	-	5	-	4/5
	4	7	4	4	-	3	4	4
	-	8	-	4	-	-	-	5
	2	7	2	-	-	2	2	-
	4	4	-	-	-	-	-	4

General Comments:

- Site plan needs better solution per our comments. Architectural intent looks good.
- Suburban site plan is a non-starter. Handsome building.
- Break up amount of asphalt/concrete. More green at building is needed.
- The concept as presented is very suburban in nature, quite pedestrian unfriendly.
- Needs to relate to the neighborhood better, less asphalt.
- Handsome building but poor site plan.
- Architecture is quite nice but site plan, particularly parking, is poor.