

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 3, 2008
TITLE: 2101, 2109, 2115 East Springs Drive – Conditional Use/Planned Commercial Site; 99,000 Square Foot Retail Building. 17 <sup>th</sup> Ald. Dist. (12240)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: December 3, 2008	<b>ID NUMBER:</b>

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Members present were: Mark Smith, Dawn Weber, Richard Wagner, Jay Ferm, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton and John Harrington.

### **SUMMARY:**

At its meeting of December 3, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a Planned Commercial Site located at 2101, 2109, 2115 East Springs Drive. Appearing on behalf of the project were Alan Theobald, Larry Stone and Juliette Wegner, all representing Steinhafels Furniture. A review of the modified plans as presented emphasized the following:

- The building entries for the outpad locations have been relocated closer to one another, as well as the addition of a secondary entrance to the “Steinhafel’s” building, combined with an update of the pedestrian flow to all three buildings, including a public node feature.
- An enhanced walkway system features walkways on the face of all three buildings and connected by pedestrian pathways.
- The secondary entry to the Steinhafel’s building is oriented to East Springs Drive.
- Parking in peripheral zones around the building have been eliminated or proposed to be developed utilizing geo pavers in combination with extensive rain gardens and use of a cistern system.
- Additional greenspace has been provided at the front (easterly elevation of the main building) and proposed improvements to the adjacent Starkweather Creek have been brought into the site with an undulating pond feature.
- A review of various furniture sculptures around the site and pond was provided.
- Details of proposed trash enclosures were reviewed.
- A review of the various building elevations featured the utilization of cast stone base on the three primary sides of the building, combined with vertically oriented brick, the use of EIFS of various colors on the upper elevation in conjunction with a metal standing seam roof. The rear elevation of the building features extensive use of various colored EIFS.
- The meandering pedestrian pathway system will be provided with a crushed stone surface.

During the presentation the Commission noted the following:

- Outside radius of path should be offset in relationship to the inside radius.

- Eliminate single loaded bays adjacent to the northeast and southeast perimeter of the site adjacent to the Steinhafel's building.
- Attempt to relate the adjacent path to the curving edge of the adjacent pond.
- Consider moving water feature to provide sidewalks to street to Building #3.
- Use real windows in warehouse areas to provide for daylighting within the Steinhafel's building.
- Develop fully detailed elevations for all proposed buildings.
- Provide the secondary entry to the Steinhafel's building with more architecture, an expansion of the door lights from two to four.
- Corner roof elements should be real architectural elements, not faux.
- Get input from the Traffic Engineer on the closeness of the proposed driveway entries, as well as the traffic control amenities required to facilitate the site's development in conjunction with existing development along East Springs Drive.
- Justify 5.7 parking stall ratio proposed for the front buildings. The ratio should be 3-3 stalls per 1,000 square feet. As proposed a bit high, need to get rid of some stalls to eliminate over kill of parking.
- Move geo paver parking stalls outbound, if maintained at secondary entry find a way to discourage parking.
- Number of questions with the use of EIFS.
- Examine the pond and parking lot relationship along the eastern boundary of the site; consider flipping.
- Problem with diagonal crosswalk adjacent to the secondary entry to the Steinhafel's building and Building #3's surface parking area.
- Attempt to bridge gap between the bicycle path and secondary entry to the Steinhafel's building.
- Attempt to better integrate the water feature with the adjacent walkway.
- Every road/driveway entry should have sidewalks on both sides.
- Resolve parking and trash enclosure location adjacent to Building #3.
- Use shared drive on the east to eliminate drive aisle branch and to expand as well as pedestrian access and greenspace.
- Proportion of the secondary entry feature needs work, in combination with adjustments to adjacent window bays.
- Turn building 90 degrees to make secondary entry the main entry, a missed opportunity.
- Move buildings 2 and 3 to make more of a street form combined with the reduction in pavement to create more synergy.
- The corner elements on the Steinhafel's building should not go all the way to the ground, need a base that will provide for more economy and flexibility with landscaping.
- Need more of a hierarchy and a resolution of the secondary entry treatment.
- The parking ratio should be 3.5 stalls per 1,000, the banking of the excess parking based on a known tendency for the outbuildings.
- Look at rotating the easterly parking area main buildings 90° to create a better synergy between the outpad buildings and main structure in combination with a more coordinated development of surface parking and pedestrian access; bring in study sketches regarding this issue.
- Eliminate row of parking on drive aisle between the two outpad buildings to provide a better connection between the two outpad buildings and the Steinhafel's building.
- Check with the Zoning Administrator on the consistency of the signage packet with the requirements of the Street Graphics Ordinance.

## **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, 6.5, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2101, 2109, 2115 East Springs Drive**

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

General Comments:

- Enhance secondary entry. Consider flipping water feature and Steinhafel’s main entry. Prefer materials other than EIFS. Appreciate attention to Starkweather Creek and adjacent wetlands. Like furniture art.
- Reduce parking and then rethink building relationships. Appreciate response to previous comments.
- Nice refinements. Rethink “single-loaded” parking bays (2), better parking efficiency will add more greenspace; consider relationship between bike path and “long” water feature.
- Good, but not great yet. Look hard at removing drive west of fountain. Look hard at rotating “Building 1” to face two other buildings. I applaud your commitment to landscaping and walkability.
- Keep working on reducing number of parking stalls. Focus greenspace to make it usable.
- Study utilization of shaped drive further to omit additional drive. Is it possible to omit the drive between the creek and building to further gain the greenspace as an amenity?
- Overall good but Steinhafel’s building should rotate to face street.