

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> March 3, 2010
TITLE: 6002 Cottage Grove Road – Amended PUD(GDP-SIP), Grandview Commons Grocery Store. 3 <sup>rd</sup> Ald. Dist. (17627)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William A. Fruhling, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: March 3, 2010	<b>ID NUMBER:</b>

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

### **SUMMARY:**

At its meeting of March 3, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on an amended PUD(GDP-SIP) for a grocery store in Grandview Commons located at 6002 Cottage Grove Road.

David Simon stated that when this area was originally planned, his company did not own this 6-acre parcel. He stated they have been working on this development for eight years to get smaller anchors and now there is an opportunity to get a grocery store that can attract other smaller scale uses. Brian Munson reviewed the proposed site plan and architecture, noting they are trying to balance auto-oriented uses with a walkable design. He said they are proposing a central parking area to be shared by the grocery store and all future retail uses and will achieve a parking ratio for the entire block of approximately 2.6-3.1 spaces per 1,000 square feet of gross floor area. He also stated they are using the large format retail ordinance.

The Commission discussed why Kilpatrick is being cul-de-saced and asked the applicants to look at making better connections from the end of the cul-de-sac to the west. Munson stated it due to the grades in that area. Munson stated they are incorporating a 30-foot tree preservation/restoration strip to keep some of the trees on the northern portion of the parcel, noting that it is located behind the proposed residential structures north of the grocery store. The Commission also discussed making sure the pedestrian way with the arbor is wide enough and suggested a more substantial island near the middle of that strip and incorporating a row of trees along it. It was also suggested that the bicycle and pedestrian connections through the parking lot be considered and that they be made inviting-- not just directional. The Commission noted the need for multiple 3D massing studies and cross sections so they can better understand the grades in the area. The Commission suggested looking at the colors used for the grocery store and looking at the proportions of the base, middle and top, as well as studying exaggerating the main entry feature. It was also suggested that the applicants look at adding some smaller retail uses along Cottage Grove Road with the intent of really addressing all of the edges of the development. There was also a suggestion of looking at using the grade east of the grocery store for some underground parking if the applicants want to.

David Baum, Michael Schmitt, Dan Day, and Dan Farrell registered in support.

**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 6, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 6002 Cottage Grove Road**

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

General Comments:

- Study edges between mixed-uses.
- Study extension of greenspace.
- Study perception from Cottage Grove Road against other Copp’s sites. Where should small retail be located for best synergy for entire neighborhood? Make walkable between commercial sites.