

**AGENDA # 10**

City of Madison, Wisconsin

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** June 4, 2008

**TITLE:** 680 South Whitney Way – Whitney Square  
– Exterior Alterations to Erik’s Bike Shop  
and Parking Lot Landscaping in Urban  
Design District No. 3. 19<sup>th</sup> Ald. Dist.  
(10700)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** June 4, 2008

**ID NUMBER:**

Members present were: Lou Host-Jablonski, Jay Ferm, Marsha Rummel, Bruce Woods, Todd Barnett, Richard Slayton and Richard Wagner.

**SUMMARY:**

At its meeting of June 4, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of exterior alterations to the façade of a shopping center and parking lot modifications on property located at 680 South Whitney Way. Appearing on behalf of the project were Russ Kowalski, Marge Axelsen and Patrick Listermann, all representing J. Herzog & Sons, Inc. Prior to the presentation staff provided an historical overview on issues with the renovation and redevelopment of the Whitney Square Shopping Center. Staff elaborated on a series of previous proposals to redevelop the shopping center primarily involving façade enhancements and updates to the surface parking area at the center of its Center. Approvals originating on August 8, 2001, provided for an overall façade renovation combined with alterations to the existing surface parking lot and signage plan involved issues with the lack of conformity of the surface parking lot to an Urban Design Commission’s tree island standard as well as signage were noted to require address. A subsequent consideration for yet another alteration to the Center to allow for the development of an outpad site was also problematic in address of the Commission’s previously stated concerns relevant to parking lot landscaping and signage as proposed in October of 2003. A more recent consideration for yet another version of an overall façade renovation for the retail center was proposed in January of 2006 where issues with nonconformity to parking lot landscaping as well as nonconforming signage were requested to be resolved with any additional consideration. Since this last consideration, the applicants and Planning staff have been in discussion on how to resolve issues relevant to providing for underlying issues and providing address of these issues and to facilitate improvements to this existing shopping center that would allow the updating of its image in order to remain competitive in the retail market. The current project provides a plan for installation of landscaping improvements that provide for an overall enhancement of the Center’s parking area to meet a minimal level of compliance with current Urban Design standards on a site that has limits to provide for proposed improvements due to limited onsite parking resources necessary to serve with the existing infill Center. Kowalski presented details of the proposed landscape which would be phased in over time noting issues with providing address of current accessibility standards due to existing site grade conditions around the Center’s perimeter that will not allow for installation of accessible facilities that meet current code. Kowalski then presented elements of an overall sign plan to provide for the progressive elimination of nonconforming signage based on the expiration of tenant leases. Kowalski also provided for review of façade alterations primarily dealing with the “Eric’s” bicycle tenant space

that would be allowed as part of the minor alteration to the Planned Commercial Site. Staff noted its support for resolving outstanding issues that the plan would provide and requested the Commission's approval subject to staff administrative approval of the final details of the overall plan. Other components of the proposal provide for the salting around of bicycle parking and the screening of refuse behind buildings of adjacent property's Odana Road frontage.

Following the presentation the Commission noted the following:

- Make tree islands large along the long face of the building to the narrowing of the drive aisle. All tree islands shall be a minimum of 9 feet wide.
- In terms of accessibility provide for enhanced pedestrian access as much as possible without kicking in code and other compliancy issues.

**ACTION:**

On a motion by Wagner, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required address of the above-stated concerns with staff approval and to provide for as much green space as possible as part of the redevelopment of the site.

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 3, 5, 5, 6, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 680 South Whitney Way**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	5
	6	6	6	-	-	6	6	6
	5	6	-	-	-	5	-	5
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	3
	-	-	-	-	-	-	-	6

General Comments:

- Improving parking lot appreciated! Better signage a benefit too. Pedestrian access a problem because of accessibility issues...solutions could address. National retailers should welcome green parking lots and be good neighbors.
- Approvable, but I don't have to like it.