

## AGENDA # 8

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> March 26, 2008
TITLE: 7050 Watts Road – Amended PCD-SIP for an Addition to Sam’s Wholesale Club. 1 <sup>st</sup> Ald. Dist. (09641)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: March 26, 2008	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Marsha Rummel, Bruce Woods, Richard Slayton, John Harrington, Bonnie Cosgrove and Jay Ferm.

### **SUMMARY:**

At its meeting of March 26, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for an Amended PCD-SIP located at 7050 Watts Road. Appearing on behalf of the project were Thomas P. Kracun and Mark Gawey, both representing Sam’s Club. Prior to the presentation staff noted that Matt Tucker, Zoning Administrator had determined that the proposed addition to the Sam’s Club would affect only their portion of the lot cross-access with the adjacent Wal-Mart development. Under these provisions, consideration as part of a major alteration to an existing PCD-SIP would affect only their lot which cross-accesses with the adjacent Wal-Mart. Staff noted that consideration of a major alteration provides for address of any current code requirements relevant to pedestrian access, accessibility, site lighting and landscaping to be addressed, in addition to any other applicable ordinance provisions. The plans as presented provide for an addition along the southerly elevation of the building currently housing a tire center to project perpendicularly toward the property’s Watts Road frontage and an existing landscape screening berm that provides a visual separation between the retail outlet and adjacent multi-family residences along the south side of Watts Road. Following a review of the plans, the Commission noted the following:

- The front façade is not acceptable, needs more glass, openings and other amenities.
- Main façade needs to be more transparent, needs windows.
- Address pedestrian and car interaction at the front of the building in parking lot.
- Parking lot does not provide for tree islands at a 12-15 stall interval, needs to be addressed.
- Handicapped stalls should be provided at the front of the building to provide for consideration of a minimum 12-foot tree islands instead of a stall at 9-feet and provide for the use of large scale canopy trees with ground cover or low shrubs at less than 3-feet in height.
- Provide an explanation on how stormwater run-off is dealt with and provide for on-site alternatives.
- Look at existing grading plan as an alternative to providing for more tree islands, locate an area for a substantial rain garden or bioretention area to capture on-site water and sediment, for example at Hilldale.
- Look at changing 90 degree orientation of stalls on north to angle parking to reduce drive aisle width to give more flexibility to reworking the remainder of the existing parking facility.

- Look at reorienting drive entry to align more with central main drive aisle divider between Sam's and Wal-Mart, including showing more of how the Sam's site functions with the adjacent Wal-Mart site.
- Locate and provide for more bike parking close to the front entry and make sure sidewalk is provided along main entry aisle.

**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 rating for this project is 4.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 7050 Watts Road**

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

General Comments:

- Green the parking lot. Make it pedestrian-friendly.
- Liven entry façade with glass connectivity. Context map. Add pervious surfaces.
- Elevation with windows, site drainage issues.
- Need more planting islands in parking lot. Consider areas for stormwater infiltration. Rethink existing entry drive ('T' intersection is problematic).
- Site plan and landscaping, with pedestrian circulation, needs a lot of work.