

## AGENDA # 8

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> July 26, 2006
TITLE: 2809 Royal Avenue – New Construction or Exterior Remodeling in UDD No. 1. 14 <sup>th</sup> Ald. Dist. (04188)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <span style="float: right;"><b>POF:</b></span>
DATED: July 26, 2006	<b>ID NUMBER:</b>

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Members present were: Lisa Geer, Acting Chair; Ald. Noel Radomski, Todd Barnett, Cathleen Feland, Michael Barrett and Robert March.

### **SUMMARY:**

At its meeting of July 26, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction in Urban Design District No. 1 located at 2809 Royal Avenue. Appearing on behalf of the project were Leslie Scherrer, Debra Offerdahl and Fred Devillers. The project as proposed provides for the development of a 3-4 story, 40,000 square foot mixed-use building. According to the applicants, the exact design of the building has yet to be developed. The purpose of the informational presentation is to provide for site plan feedback relevant to the applicant's proposed development of a 179-stall surface parking area to accommodate the demands of the building's projected clientele, which includes as the primary tenant "The Ultimate Experience Center," a spa/salon that currently has a high parking demand in its existing location, as well as future dental, optical, bridal, formal and florist tenancies projected within the building yet to be designed. The surface parking area features landscaped pedestrian area at its center with potential for utilization to provide for more on-site infiltration of stormwater run-off. The building is located at the site's street frontage off of Royal Avenue with an existing billboard proposed to be removed by November of 2008. According to the Debra Offerdahl operator, her facility will require 103 stalls based on client and staff, with the remaining 99 stalls to facilitate the needs of other projected tenancies. Following the presentation, the Commission noted the following:

- Provide an existing site plan with further consideration of the project that identifies trees in excess of 6-inches in diameter.
- Provide site context information on adjacent lots, especially in regards to landscaped open space.
- Investigate the utilization of more lower level parking to reduce the amount of proposed surface parking.
- Look at the availability of on-street parking to cut down on proposed on-site surface parking.
- Historically, the Urban Design Commission has issues with providing parking above code levels; provide additional comparison with projected needs of the building tenancies against code requirements.
- Modify the plans to utilize more pervious pavement, incorporate rain gardens and bioswales, as well as provide for alternatives for stormwater infiltration.
- Seriously consider providing more structured parking to reduce overall surface parking levels, in addition to shared parking arrangements with adjoining neighborhood development.
- Consideration for excess parking levels requires additional site amenities to off-set.

**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, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2809 Royal Avenue**

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

General Comments:

- Identify existing and neighboring trees and parking/paving adjacent to site. Stormwater and landscape amenities may be used to mitigate additional parking.
- Central greenspace between parking is a very nice amenity – further development and enhancement to this as a focal point seems key to success of lot.
- This is a lot of parking. Consider structured parking, shared parking, porous paving.
- Building on street is plus. Parking count is quite high. Center pedestrian way is nice feature.