

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 25, 2007
TITLE: 530 & 610 Junction Road – PUD(GDP-SIP), Office/Commercial/Retail Center. 9 <sup>th</sup> Ald. Dist. (05944)	<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: April 25, 2007	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Todd Barnett, Michael Barrett, Cathleen Feland, Richard Slayton, Robert March, Paul Wagner and Marsha Rummel.

### **SUMMARY:**

At its meeting of April 25, 2007, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP) for an office/commercial/retail center located at 530 and 610 Junction Road. Appearing on behalf of the project were Matt Stamborski, Mike Michalski and Steve Esser. Prior to the presentation, staff noted to the Commission handouts which noted the project's inconsistency with the previous approved PUD(GDP-SIP) for City Center West not in support of the retail component of the project as proposed, as well as the adopted Junction Development Plan, which supports office development not retail as appropriate land uses within this site. In response to these issues, the applicants noted their rationale that retail within this area of the west side is under-supplied with the area currently underserved. Staff noted the extensive amount of retail within this area of the west side in support of its limitation within the previously approved PUD, as well as the neighborhood plan. The applicant then presented revisions to the proposed plans including the following:

- A break up in tree islands have been provided within the surface parking area to the rear of the buildings that front Junction Road at a 12-stall interval resulting in a loss of 12 surface parking stalls.
- The landscape plan has been modified to incorporate more deciduous trees.
- In order to provide for more on-site stormwater management, the applicant has proposed the use of pervious asphalt paving throughout the surface parking lot.
- The signage criteria indicated on the building elevations utilizing channel letters on a raceway combined with a monument sign constructed of the same materials as the retail commercial center.

Following the presentation, the Commission noted the following:

- Need to see a more detailed signage package, especially on the monument sign with limits on tenant signage requiring more specification.
- It was noted by the Commission that the extent of the surrounding office development within the area supports of the amount of retail as proposed as appropriate versus the recommendations of the neighborhood plan and original PUD for the site.
- It was further noted that the area is underserved with retail due to the extensive amount of office development.

- Feel it is a good project, simple, featuring the building on the street with parking in the back that dovetails well with existing development.
- Very positive reinterpretation of earlier planning efforts for the area. An excellent opportunity for a mix of office/commercial/retail development appropriate to the area.
- The new rendering is simplified and eliminates the issue with previous with too much going on.
- Encourage working with City on pervious paver use and provide for further infiltration with cuts in curbing and tree islands as well as the present tree islands.
- Investigate the possibility of a pedestrian connection to areas to the west over City owned lands in conjunction with the City Engineer.
- Want to see bike parking around the site in addition to the provision of a lighting and photometric plan with fixture cut sheets.

**ACTION:**

On a motion by March, seconded by Host-Jablonski, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). A requirement for the address of the above stated concerns, in addition to confirm and provide documentation that the extensive utilization of pervious asphalt paving within the surface parking lot as proposed is acceptable by Traffic Engineering, Engineering and Fire with any modifications to be presented with consideration of final approval of the project.

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, 6, 7, 7, 7, 8 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 530 & 610 Junction Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	7	7	7	-	7	7	7
	7	8	9	-	-	8	8	8
	-	-	-	-	-	-	-	7
	6	7	6	-	7	6	6	6
	6	6	5	6	-	4	5	5
	6	6	6	6	5	6	6	6
	-	-	-	-	-	-	-	8
	6	7	6	-	-	6	7	7

General Comments:

- Nice project that fits with existing context. Mixed development is appropriate.
- Retail use appropriate.
- This retail with office is quite appropriate as a use for this area, and a suitable and desirable modification of the overall neighborhood plan. Architecturally appropriate, and good porous paving infiltration.
- Pursue grading easement with City along west property line to east slope and create a more gentle berm.
- True, it is not absolutely consistent with plan; but neither was Target – and that was a downgrade. This is an upgrade! That said, there is still a lot of parking. Pervious paving helps, but it should be integrated with curb cuts that empty into rain gardens in the tree islands. Create a ped connection to the neighborhood to rear.
- This is a fine project. Kudos! See departure from plan more than appropriate.