

## AGENDA # 9

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> November 16, 2005
TITLE: 2703-2805 West Beltline Highway Frontage Road and 2810-2818 Todd Drive – PUD(GDP-SIP), Landmark Site; Retail/Commercial Building	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: November 16, 2005	<b>ID NUMBER:</b>

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Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Lisa Geer, Robert March, Todd Barnett, Michael Barrett, and Cathleen Feland.

### **SUMMARY:**

At its meeting of November 16, 2005, the Urban Design Commission received an **INFORMATIONAL PRESENTATION** on a redevelopment proposal for a PUD(GDP-SIP) for development of an office/retail/commercial development on a property located at 2703-2805 West Beltline Highway Frontage Road and 2810-2818 Todd Drive called “Landmark Gate.”

Appearing on behalf of the project were Andrew Inman, of Vierbecher and Associates and Dough Hursh, architect with Potter Lawson Inc. The redevelopment combines several existing sites with the existing commercial structures are proposed to be demolished in order to provide for a 4-story building featuring first floor retail, with upper floors occupied by office commercial development combined with below-grade structured parking at lower, middle and upper levels. Surface parking is provided along the property’s West Beltline Highway Frontage Road as well as its Todd Drive frontage to provide for convenient parking for customers utilizing first floor retail opportunities within the proposed structure. Projected retail uses are intended to provide a range of services for area office and residential development not currently available within the area. The lower level structured parking, as designed, takes advantage of existing grades on the collective sites to provide for specified access to each of the three lower levels of parking without the need for ramping. According to the applicant, infiltration opportunities are limited due to the presence of contaminated soils from the existing gas station. A rain garden feature is proposed to be added to provide for clear water runoff. The range of building materials consist of brick, glass wall, and medal spandrel panels with the upper rim of the building featuring a sunshade rim. Following the presentation of the plans, the Commission expressed concerns on the following:

- Need to provide pedestrian access to the development from adjoining residential lots to the south.
- Need tree islands at the front of the building along its street frontages to reduce the heat effect.
- Consider pulling building more toward the east to relate to the street; pull toward frontage road and incorporate a drop-off feature.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Urban Design 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, 6.5 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2703-2805 West Beltline Highway Frontage Road and 2810-2818 Todd Drive**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	6.5
	6	8	-	-	-	7	7	7
	5	5	-	-	-	4	4	5

General Comments:

- Nice missed-use development for this area.
- Good start, especially stacked parking.
- Project has potential, but there is an awful lot of parking.
- Great start but pull building closer to street.