AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** December 5, 2012
TITLE: 1113 North Sherman Avenue (Sherman & Aberg) – New Construction for the Food Enterprise & Economic Development (FEED) Kitchens Project in a Conditional Use Planned Commercial Site, "Northgate" Shopping Center in UDD No. 4. 12th Ald. Dist. (28346)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	**ADOPTED:** **POF:**
DATED: December 5, 2012	**ID NUMBER:**

Members present were: Richard Wagner, Chair; Henry Lufler, Cliff Goodhart, Marsha Rummel, Richard Slayton, John Harrington, Dawn O'Kroley and Melissa Huggins.

SUMMARY:

At its meeting of December 5, 2012, the Urban Design Commission **GRANTED INITIAL APPROVAL** of new construction located at 1113 North Sherman Avenue. Appearing on behalf of the project were Ellen Barnard and John Seamon, representing the Northside Planning Council and FEED. Barnard presented changes to the exterior design due to a change in location. She gave a brief overview of FEED who provide small business incubation for food based entrepreneurs. This location is more visible, is on a bus line, and is infill development that the neighborhood is extremely supportive of and excited about. The facility is approximately 5,400 square feet in the center of the Northgate Shopping Center parking lot. The color palette was substantially altered with the addition of hardiplank siding, and the landscape plan has been altered to fit this tight site condition. Their front door will face the strip mall to the south with their side to Sherman Avenue and their back to Aberg Avenue. A future restaurant will probably be oriented to face the side of the FEED building. Trucks will utilize a loading zone with an overhead door and an awning. The project will meet the new zoning code requirements for the exterior.

Comments and questions from the Commission were as follows:

- I think you should work on what people see from Sherman Avenue and know that this is your building and it's a unique thing.
- When it was at the other location this kind of design fit the more industrial location. This seems a bit less of a fit in this location.
- We're beginning to deal with parking lots of shopping centers as possible development sites and how does this fit that model.
- The east side of your landscape plan could be improved. Why are you using Sumac? I don't think you're going to be happy with that.
  - We had a volunteer landscape architect and we're perfectly willing to revisit that.

It's a weed collector, I'd go with something that's more erect but short. You're also got Amelanchers; I would put another five in there and have staggered rows of service berries with something underneath, a more erect shrub. Three are going to get lost.

The area is so small the staggering could just look like someone made a mistake. You might want a straight line (east side planting area, Serviceberry).

- That walking path would terminate at the loading rather than offering people the opportunity to continue to the County building. Is it advantageous if your building is shifted 5-feet to the south to allow that connection?
  - It was looked at not to make that connection but moving it would be a benefit. The issue with moving it south really had to do with parking. There's some cross access easements that we've got through the CSM. Those stalls are dedicated for this facility; outside that there really aren't any. Informally there's lots.

What if you eliminated the two Spirea and gave someone the opportunity to walk through your loading zone. Imagining you'll have enough space for cars and people.

I like the idea, perhaps it is worth resurrecting.

- The text said this is a 24-hour operation. I don't see any outdoor space for people who are going to be there all hours of the day and night. Instead of the plantings maybe you could put areas for people to sit.
  - I can see it. I don't know why we couldn't do some changes; there are certainly some spots that would work for that. A place that's made for them rather than a place they make for themselves.
  - There's a nice opportunity to do it not far from the front door along the south side.
- I'm not sure about having people sitting in a sea of parking.
- I love the architecture of the building but it's going to make what's there look worse than it already does. I would try to find a way to say that this is a beginning to what's going to happen to this mall; I would strongly encourage that before the Alexander Company comes forward with the restaurant, they've really thought about what it means for the architecture of the entire mall, notwithstanding the County aspect.
  - The Secretary noted that the Commission did approve a master plan for this location roughly 3 ½ years ago. It's being slowly phased in. It also exists for the outbuildings along Aberg Avenue.

ACTION:

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for the applicant to provide the elevations of all four sides, provide context both external and internal to the site, details of the approved master plan and architectural details for an understanding of how it will work together, and the actual building materials.

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, 5, 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1113 North Sherman Avenue

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