

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 15, 2020

TITLE: 7213 Mineral Point Road – New
Development, Shoppes on Mineral Point.
9th Ald. Dist. (58752)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 15, 2020

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Rafeeq Asad, Lois Braun-Oddo, Tom DeChant, Christian Harper, Jessica Klehr, Craig Weisensel and Shane Bernau.

SUMMARY:

At its meeting of January 15, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new development located at 7213 Mineral Point Road. Registered in support were Andrew Goodman, Michael Colombo, Scott DiGilio and Scott Shust, all representing Madison WTM, LLC/GMX Real Estate Group, LLC.

The site sits on the Mineral Point Road frontage in front of the existing JC Penney at West Towne Mall on a recently created outlot taking main access from Mineral Point Road. The proposed two-tenant building fronts the ring road with the main entrance to the restaurant fronting the Firestone lot. The building will house one upscale retailer and a restaurant in a roughly 7,000 square foot building. There were a lot of initial discussions and preliminary mall approvals from the mall anchors and owner that drove the design, site planning and layout. Elevation views showed stone, brick, cement board, EIFS, and corrugated metal in a rust-like finish. They have tried to follow the City’s standard codes in relation to windows on street facing sides and minimal use of spandrel glazing.

The Commission discussed the following:

- When you come back I need to see a site plan that shows the ring road, more of the site and how it relates to Firestone.
 - To clarify there are two curb cuts now, we’re keeping one and getting rid of one.
- The West Towne approach seems to be opportunistic, let’s put a building here a building there, do they have any sense of how this will tie together? I’ve never seen a master plan for this or East Towne Mall. These are very large chunks of Madison and being developed in a very hap hazard way.
 - This is the only lot we control, we can work to tie in better.
- When you come back we definitely need context. I know you’ve probably been encouraged to push the building up to the sidewalk, but the Firestone, Bonefish and Jason’s are pushed back a little bit. We have an on-going concern with retail buildings like this where you’ve got four sides that are very visible,

where is the back of house going to be? Do you have any concerns about customer access because there's really not much parking in front of it. What are your thoughts on viability?

- The entrances were designed with tenant input. They are a very customer-intensive user. The retailer generally designs the store as a show room, so the inventory never leaves the store, people go into the store to try out the merchandise. They're comfortable with it and we've built for this particular tenant in other locations. They think and we think there is adequate parking.
- So the entrance is on the mall side, not the street side? Our concern going forward is also what are you seeing from Mineral Point Road, that we're not looking at back-of-the-house.
 - Four sides is a challenge. It is a mirror of the south façade and I think we can cleverly use spandrel glazing.
- For such a small building you've got a lot of materials. It may not hurt to minimize those a little bit. A little restraint there. I count 5 or 6 materials.
- You can get rid of the EIFS.
- On the east façade, is that brick behind the framed window?
 - Those would be big shutters, metal and cement board materials. They're just decorative. That's the back-of-house area that we're trying to hide without making just a plain wall.
- On the plan vestibule what is LL?
 - Landlord room.
 - On the elevation it looks like two public entrances, you may want to differentiate that.
- What is the trash enclosure?
 - Masonry design.
- Are we OK with that spandrel from the get-go?
 - (Secretary) There's the Zoning requirement that it not exceed 20% of a street facing façade. But UDC always has another layer that could be more prescriptive.
- In the staff comments there's this issue of Regional Mixed-Use zoning, recommending from 2-12 stories. Everything we have approved along here has been one-story. Has anybody in the West Towne complex aware of this?
 - That's a good question and that comment was raised by Planning staff. This will have to go before the Plan Commission as well.
- It kind of relates back to my question about a master plan.
- I do have concerns with the layout of the parking lot. Making sure this is long-term viable. What is that corner going to look like if it's a vacant property?
 - This is a footprint that we've duplicated multiple times, so we're comfortable with it and seen it work successfully for these two types of tenants. Secondly there is overflow parking available on the other side of the ring road, understanding it's not ideal but there is cross access.
- Making sure those pedestrian access points are in place, especially for the long-term, I would not advocate for more parking at West Towne. Clearly there's enough overflow and making sure those people can connect to it would be a top priority.
 - We do have a proposed sidewalk connection to the bike path to engage the site with a greater access points. There's a bus stop there too.
- Should there be a connection to that intersection corner? Maybe your tenant wouldn't have traffic flowing from there but in the future it would cut through whatever it is.
- Is there a pedestrian walk signal?
- Going back to the site plan, is that a stair coming up from the street? Make sure that's ADA accessed from the public sidewalk.
 - There's a four-foot differential between the sidewalk and the site.
- Back to the elevation sheet, right now it seems like you have two distinct buildings, maybe a simplification of materials is in order, or reducing the number of materials. But also you have the

horizontal overhang on the smaller tenant, maybe you don't need the overhangs on the other one, go with the galvanized awning. Look at how you're treating the base, how it comes through in some elevations and not others. Look at the different datums and simplify them.

- Have you looked at putting the parking up front?
 - Yes we looked at that, because of the cross access it doesn't work, and there's a sewer easement.
 - It's a greater street presence as well.
- We'll want to see elevations of all sides, but particularly from Mineral Point Road. We don't want to see back-of-house on Mineral Point Road.
 - Would landscaping be OK to hide equipment on street side?
- It's not the best design approach. I don't think it would work.
- I'd be curious to know more about those shutters. It would be nice to see more information about that.
- I can't stress enough the simplification for such a small building, as much as you can. More tied in.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.