

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 3, 2011

TITLE: 1129 South Park Street - Demolition to Construct New Gas Station/Convenience Store in Urban Design District #7. 13th Ald. Dist. (23443)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 3, 2011

ID NUMBER:

Members present were: Richard Wagner, Henry Lufler, Melissa Huggins, Richard Slayton, Dawn O’Kroley and Mark Smith.

SUMMARY:

At its meeting of August 3, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a demolition to construct a new gas station/convenience store in UDD No. 7 located at 1129 South Park Street. Appearing on behalf of the project was John Sutton. Sutton presented plans to remove the existing Clark station and replace it with a new “C” store. The entire site would be updated, including replacement of tanks, new pumps, new bituminous paving, increasing landscaping, reusing the canopy with a facelift. This will be an independent station. Sutton feels they meet the criteria for UDD No. 7 which he will break down at the next UDC meeting. They have met with the neighborhood once and have received strong indications of what their needs are. The main building material to be concrete block; there is a strong use of block along Park Street on service and industrial-oriented buildings. For its size he is trying to create some interest by using a major fascia element on the taller roof in the back that can be tied in with the canopy material. They will be creating a two-story entry element. The plan creates an edge along Olin and Park Streets including a separation between the site and the sidewalk. The owner wants to focus on the green effect and will use all LED lighting and is looking into the possibility of sensors for regulating lighting and energy, as well as solar panels. Huggins inquired about staff’s opinion of traffic exiting on Olin Avenue; Sutton replied that the biggest concern is people turning south on Park Street. He met with Traffic Engineering and explained the two access points are necessary for fuel coming in and out. The third access point is required because they have parking with no drive-thru aisle. Neighborhood concerns have ranged from noise to worries over customers and employees. The owner has now hired security for certain times of day. Huggins asked who the restaurant tenant is slated to be; staff remarked that Matt Tucker, Zoning Administrator already has some concerns about the combination of uses in an already too tight site and how that will impact the area. Slayton suggested one of the access points to be designated “entrance only,” as well as labeling one of the stalls for mopeds and bicycle parking, in addition to pursuing one-way circulation through the site and rounding off the geometry curb treatment and islands; too sharp, need to soften. O’Kroley touched on some of the UDD No. 7 requirements for street frontage that should be addressed, including site context with adjoining properties. Smith noted the sharpness of the curb and their need to be softened. Additional comments were as follows:

- Relocate the stall to bike parking area and vice versa.
- Provide flush mounted under canopy lights.
- Primary entry needs to be oriented to street.
- Eliminate the parking stall on the right side of the Olin Avenue driveway entry to increase green area with the incorporation of a shade tree in combination with the reconfiguration of stalls to relocate the handicapped parking stall and bike parking stalls along with enhancing the pedestrian entry on the west elevation off of Park Street.
- Rethink interior triangle at the apex in front of the building and incorporate a canopy above the entry doors.
- Look at on-site traffic patterns to see how much space is left over around the pump area overhead canopy, including reconsideration of pump locations.
- Provide relative grade information.
- Signage will require future consideration.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1129 South Park Street

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

General Comments:

- Vehicular circulation is the issue; study one-way in from Olin (no exit onto Olin).
- Any improvement would be welcome.