

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 27, 2016

TITLE: 4814 Freedom Ring Road – New
Development for Gas Station/Convenience
Store. 16th Ald. Dist. (41246) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: January 27, 2016 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Cliff Goodhart, Tom DeChant, Lois Braun-Oddo, Richard Slayton, Sheri Carter and John Harrington.

SUMMARY:

At its meeting of January 27, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new development for a gas station/convenience store located at 4814 Freedom Ring Road. Appearing on behalf of the project were Steve Shulfer, Pammi Sekhon and Nick Badura, representing Dilbar Tuhe, LLC. This is in an NMX District requesting a conditional use approval and asking this Commission for an advisory recommendation. Jessica Vaughn of the Planning Division talked to architecture and site plan issues, noting excess impervious area recognizing that trucks need to pull in and turn around. The building needs to be pushed up to the corner as much as it can while creating an active pedestrian area. The site is completely surrounded by residential, causing concerns about screening and lighting. Shulfer discussed the plans which include changes to the curb cuts and turn-outs. There is a lot of landscape opportunity which will include fencing to create a buffer between the gas station and the residential area. There is a potential tenant space on the corner of the site for a possible coffee shop type use. Access points would be off the west side of the building with an additional access point to the potential other use, and would also include an outdoor seating area. Architecturally there is a 2-story element on the corner with something more durable to include brick, masonry and EIFS. After meeting with staff and incorporating some of their recommendations for changes, the plans before the Commission don't reflect all those updates. The proposed car wash has been eliminated, which leads to the increase in impervious area.

Comments and questions from the Commission were as follows:

- I don't like all this paved area for something that may or may not happen. If and when it does come in you could reconfigure that drive to terminate that. I'm suggesting that since that isn't here now, let's have that drive come in through here and leave the trash receptacle. You don't need all this area for that. Let's not put the pavement in anticipating something, let's wait til it's time.
- On the westerly edge you really need to get a tree island in here with a large canopy tree.
- That patio area is conceptual, but we can create some greenspace within there once you know how the patio will be used, how you get to it, etc. It shouldn't be just a rectangular area of pavement.

- What is the purpose of making the pumps perpendicular?
 - At one point with the power wash we were a little compressed for space, so as that progressed the entire site, we angled the dispensers to get traffic flow of the vehicles coming in in a single direction. That gives us more flexibility.
- I'm troubled that the parking is on the far side of the pumps and then people will be crossing past the pumps to get to the building. It seems like the majority of the parking is on the far side and seems dangerous to me, to have people constantly walking past that very busy area.
 - That's a fair comment. Our thought was in order to get additional parking over on this side with another drive aisle but we're hesitant to do that.
- I'm curious about the east side facing the residential, is there an entrance to the store on that side?
 - There is a service entrance but you don't see it behind the corner on the backside. So that little walkway goes up to a service entrance? And that is the back of the building, more or less, facing the street? That presents some concern to me. That is a street front, a pedestrian street, the sidewalk.

Our thought was to address that with the masonry treatment and windows that would be tinted or blacked out.

I don't think the right solution is there yet on this one.
- The trash is pretty far away, maybe it could be moved when you get rid of all that pavement. I would think you would want the service entrance facing north.
- I don't know that this entry drive needs to be more than 24-feet wide. If you pull this line up 4-feet that would give this tree a fighting chance. If you need the 28-feet wide I would get rid of this stall. It seems as though you've got enough stalls.
 - I think they need the width of those roadways for traffic movement for the large trucks. OK, then I would lose a stall because that tree just isn't going to live. Whatever you put there is going to get traffic, unless it's a decent landscape space.
- I'd like to see an east elevation. Looking at the plan I see a walk-in cooler and back of the house stuff and the stair going up. I don't really see any real windows, it reads like a 2-story building. If you're thinking about modulating it to give it some interest does it really need that whole height space, if the second floor is really only in here? Bring part of it down and have it tie into the roof screen, give it more of an organic feel.
- Looking at the floor plan I just wonder if the toilets and some of the walk-ins could be rearranged so that the sales area might have more opportunity for some glass.
- I think the north arrows are off. On the site plan north is up and then north is up on the plan but it should be to the left.
- You'd have the opportunity to have more windows at the pedestrian level on the other street too, which seems desirable for a store.
- The idea of modulating the roof on the upper portions is a good idea but they are going to have to screen the rooftop equipment, even though he's not showing any right now, we know there's going to be some and it's required to be screened.
- If you turned page A1.0 so it was in the north-south direction and kind of slid, you have this off-set where the coffee shop could wrap around the south side of the building a little bit but mostly facing Freedom Ring Road rather than the majority of it facing Siggelkow Road. Then you'd walk through the patio to get to the coffee shop.
 - We can certainly look at that.

It could be more separated from the gas station and more connected to the neighborhood.
- My sense is that with these comments staff could review a revised version, or if they don't do any revisions staff could give these comments to the Plan Commission. We're not suggesting approval of

this design and we're not requesting that this come back to us necessarily at all, unless staff in their review of it feels it's necessary.

- (Wendt) I agree completely. Basically the large truck movements may change the site plan and things like that, but if they're able to address your comments we'd love to be able to move this forward.

ACTION:

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