

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 10, 2016

TITLE: 241 Junction Road – PD, 8,000 Square
Foot Multi-Tenant Building in the North
Outlot. 9th Ald. Dist. (41566)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: February 10, 2016

ID NUMBER:

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

SUMMARY:

At its meeting of February 10, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PD, 8,000 square foot multi-tenant building in the North Outlot located at 241 Junction Road. Appearing on behalf of the project was John Seamon, representing Prairie Town Center. The owner of the shopping center is attempting to fill up the parking lot that is quite underutilized. The proposal is a single-story, 8,000 square foot retail building. Tenants have not yet been secured. They are looking at a flexible design that could potentially hold up to five tenants in the building as part of the design vocabulary of the center. Along Junction Road they were planning quite a bit of storefront, but the owner wanted a different direction and see this as “back of the house” along Junction Road. The other likely scenario would be similar to the existing Land’s End building. The Commission was clear that a blank wall (back of house) facing the street is not acceptable. Madison Metro will be relocating bus shelters in this area, which may affect the outside patio area for this particular building. The neighborhood association is not in favor of not having buses come in here and is also concerned about traffic congestion. The applicant was encouraged to make the street and the parking area more attractive with a building orientation and parking lot similar to “Land’s End,” to add trees in parking lot islands, and to explore different building materials to distinguish the building from the rest of the shopping mall, in addition to providing “whole” site context.

ACTION:

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