

City of Madison, Wisconsin

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<b>REPORT OF:</b> URBAN DESIGN COMMISSION	<b>PRESENTED:</b> June 1, 2016
<b>TITLE:</b> 4814 Freedom Ring Road – New Development for Gas Station/Convenience Store. 16 <sup>th</sup> Ald. Dist. (41246)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
<b>AUTHOR:</b> Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
<b>DATED:</b> June 1, 2016	<b>ID NUMBER:</b>

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

**SUMMARY:**

At its meeting of June 1, 2016, the Urban Design Commission **MADE AN ADVISORY RECOMMENDATION** to the Plan Commission for the development of a new gas station/convenience store located at 4814 Freedom Ring Road. Appearing on behalf of the project was Steve Shulfer, representing Dilbar Tuhe, LLC. Registered neither in support nor opposition and wishing to speak was Justin Hanson, representing Liberty Place Neighborhood Association. Changes to the project include a building appearance more in keeping with the residential neighborhood. The building has shifted slightly off center and created a patio to encourage use of the “coffee shop” and make the site more pedestrian-friendly. The landscape plan has been refined.

Justin Hanson spoke, noting that the developer listened to the concerns of the neighborhood. A fence has been added on the north and west sides. Trees, bushes and berms have been added to increase privacy for the area residents.

The Planning staff report details issues to be addressed including reducing the overall site paving, especially as it relates to the future expansion areas. Large canopy trees should be provided along the western property line adjacent to residential. The canopy lighting is still pretty high underneath the canopy, as well as some of the pole locations. There should be a limitation on the light levels that face residences, as well as signage that contains any lighting elements.

Ald. DeMarb spoke to the Commission, noting that she had met with the developer who answered many of her questions. Having the building be less commercial to blend with the residences is really appreciated. She would appreciate any input the Commission can give on how to make this building appear as pleasing as possible to the neighborhood residents. She questioned why there are so many parking spaces and pavement on the west side of the development, and how to contain the site lighting. She requested that the site be made safer for pedestrians and children, and that the developer deal with not only the lighting of the building, but the lights from cars entering and exiting.

Comments and questions from the Commission were as follows:

- How tall are the light posts and can they be lowered?
  - 17-feet. We can look at that.They can be down at 6-feet and still provide light; you're using your car lights too.
- You have to look at safety. You don't want anything to happen to anybody because there isn't enough light.
- The light levels are still pretty high along the canopy too.
- You need to get larger trees to swap out for "Cleveland Pear" and "Pink Spire Crab."
- Extend the drive towards Siggelkow Road, put your parking to the north and eliminate the westerly stalls, and then people aren't walking through pumps to get into the store; it will be a nicer sequence. That would require moving the pumps down.
- This is not a highway gas station. I wonder why you really need four islands; 3 would fit more with the convenience store and a neighborhood gas station. It seems like it's overdone for what works with this site.
- I'm picturing kids on bikes, and having this sidewalk dump into the traffic lane. You should keep it out of the traffic lane and get it to the sidewalk and give kids a place to park bikes where they're not in with the vehicles.
- Why aren't you keeping the traffic on Siggelkow?
  - It's really because of the method of right turn in and out.
- The driveway off of Freedom Ring Road and proposed fencing conflicts with the drive and homes to the north. The proposed fence is all the way up at the sidewalk and should be pulled back more in aligning with the typical neighborhood setback, give that landscape to the neighborhood and the street and then you also don't have a blind spot with people walking and coming out of that.
- Then there would be landscaping on both sides of the fence.
- Give consideration to parking in the street. It uses the asphalt that's already there, and it slows traffic down.

### **ACTION:**

On a motion by Harrington, seconded by Rosenblum, the Urban Design Commission **MADE AN ADVISORY RECOMMENDATION TO THE PLAN COMMISSION**. The motion was passed on a vote of (7-0).

- Look at a reduction in asphalt.
- Consider a reduction in the number of pump islands.
- Consider shifting the islands further to the south.
- Lower lighting levels overall; no high fixtures.
- Adjust all elements to fit the scale and character of the residential neighborhood.
- This is not a highway commercial use, but a neighborhood convenience store and therefore, the changes we are suggesting are appropriate to fit the scale.
- Address of comments made by Jessica Vaughn of the Planning Division.