

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 21, 2018
TITLE: 209-261 (formerly 241) Junction Road – PD Modification and SIP for “Prairie Town Center.” 9 th Ald. Dist. (41566)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: February 21, 2018	ID NUMBER: 41566

Members present: Richard Wagner, Chair; Dawn O’Kroley, John Harrington, Tom DeChant, Cliff Goodhart, Rafeeq Asad and Lois Braun-Oddo.

SUMMARY:

At its meeting of February 21, 2018, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PD modification and SIP for “Prairie Town Center” located at 209-261 Junction Road. Appearing on behalf of the project was John Seamon, representing Rick Zautoris. This retail site is setback from the street. The applicant wishes to modify the PD while simultaneously developing an SIP. Land’s End, a future new tenant and two future pad sites are proposed for the north and south. The parking field is underutilized and can be developed for better uses of the area. Landscaping and pedestrian access changes were reviewed.

Comments and questions from the Commission were as follows:

- Is the back of house on the main street? I have concerns as it doesn’t serve a purpose.
 - How are you seeing this as back of house?
- The entrances face the parking lot, not the street. This building will face the parking lot with back of house on Junction Road.
- We prefer setup to have narrow parking lot facing the street (similar to the orientation to Land’s End).
 - Proposed pad site 2 years ago along Junction Road had some parking similar to Land’s End – entries facing Junction Road rather than the parking lot. Land’s End already set a precedent.
- Disagree with that approach.
- Pull it back so the front of the building is facing Junction Road.
- Retailers might like to have merchandise facing the road.
 - The \$5,700 pad site building is not developed, we’d like to hear site plan thoughts.
- Not objectionable. Already setback from road – back is not facing Junction Road.
- Multi-tenant reuse. Drive-thru seems really weird to me, then you’ll wipe out all that landscaping on that side. Maybe it’s the wrong side of the building for the drive-thru.
 - We are exploring that right now in exactly that same way.
- It would make more sense if you have a future tenant that would want an outdoor patio area.

- On the 5,700 square foot building, what if it's moved so it is on axis with the drive aisle?
 - That was Target's preference to cut that off, not Traffic Engineering's or Planning's preference.
- You've got drive aisles all over the place, I don't know why it would be necessary to keep that one in terms of traffic.
- The landscape plan needs to be brought up to code. Shrubs, more shade trees on Junction Road. It's not very well integrated with the shapes. Do more with plantings and meet the 75% vegetative cover on tree islands.
- The trees are so far away from the buildings too that they won't block any signage.
- You could create smaller car parking areas and increase the width of landscaping in islands. This area is vastly under-parked, make a case to take some stalls out.
- The architecture is a little chaotic. Don't mind the simplified geometries. It's put together, but not unifying. The window lines are all over, need a little more cohesion.
 - (Applicant) A big portion of this is enhanced pedestrian connections. What you see is our proposal at this stage for enhanced pedestrian connections. There are those we've talked to that would rather see more perhaps. I don't want to get further down the road without more direction.
- In part we don't have much information that lets us make that judgement in terms of likely pedestrian paths or connections people are going to be making. Part of it is the tenant who may be in the building will determine who/how people move between places. Where are bus stops?
 - There is one internal. The City has asked us to take that shelter out and relocate it to the north corner of the primary access boulevard into the property along Junction Road.
- Things like that on the plan help us understand these kinds of circulations.
- Reorienting the buildings towards Junction Road enhances pedestrian access. If you're moving the bus out there and people are walking along Junction Road, as long as you have some kind of established connection, maybe a crosswalk through the parking lot or something like that.

ACTION:

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