

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 16, 2019

TITLE: 209-261 Junction Road – Alteration to a Previously Approved Development at Prairie Towne Center. 9th Ald. Dist. (57624)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: October 16, 2019

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Tom DeChant, Christian Harper, Craig Weisensel and Syed Abbas.

SUMMARY:

At its meeting of October 16, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for an alteration to a previously approved development located at 209-261 Junction Road. Registered in support of the project was James Worker, representing Iconica. Worker reviewed the existing site and context, noting the current site does not meet the tree island ordinance but they will fill those in. Ultimately the development as a whole is looking to introduce more food uses to keep the shopping center active by adding a new outlot with a drive-thru and shifting the outdoor eating area toward Junction Road. All dining rooms would face Junction Road. They are working to ensure windows facing the parking lot are not screened. Elevations show the project taking cues from the existing shopping center but also making it more current. Materials include Nichiha fiber cement panels and white utility brick with larger format 12 x 24 at the base. They will try to maintain access from both sides.

The Commission discussed the following:

- The drive-thru path seems tight and convoluted, but I understand why based on the other things we’re looking for. It looks dicey.
 - That’s fair.
- If the stated hope is to activate the shopping center as a whole, I suggest looking at some pedestrian and sidewalk connections.
 - It is a balancing act, additionally Metro utilizes a nearby bus station during the week, on the weekends move more interior to the center. They have expressed a desire to change their traffic patterns as well.
- Do the paths want to angle? It’s worth a closer look at where people walk between buildings.
- At the very least the one sidewalk heading toward the median might angle down.
- The queuing of the drive-thru, you have the front entry and you walk out to the queuing, which is awkward. That would take significant rework to solve that. If that’s a more public entry, but if that’s not the case then no problem.

- That is increasingly becoming back-of-house.
- Is this revisions to the GDP and SIP you would come back with? Some of those desired paths with pedestrian sidewalks would apply to the GDP too, one towards the Trek building side that runs east-west. I don't see that being used on that side of the driveway.
- For clarification, this is a GDP approval tonight? When they come back will it include the addition to the Pick N Save and the proposed drive-thru?
 - Previously both the drive-thru and the addition to the Kroger was approved, so it's just the alteration with the drive-thru at this point.
- When you come back for your initial/final just be sure to clarify that.
- The parking that runs parallel to the bottom of this plan I think is problematic with the internal street that runs along, and only when you get closer to the grocery store does it break down into open parking lot. Those stalls are all pulling in and backing out into a main internal street, I'd rather see that as greenspace, a landscape edge along the internal street.
 - Based on the conceptual landscape list I believe we were getting daylily.
- I think the Autumn Blaze has got issues with frost splitting and shorter lives.
- The percentage of landscaping, the number of stalls, how much is it utilized, is there room for more greenspace? That's something to take a look at.
- When you return please bring a plan of what has been approved so we could see what is presently approved and compare it to the changes you're asking for.

ACTION:

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