



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 209-261 Junction Road  
**Application Type:** Modification to an existing PD (GDP-SIP) for Prairie Towne Center, Phase II  
Initial/Final Approval is Requested  
**Legistar File ID #** [57624](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** 209-261 Junction Road Madison Investors, LLC, Kasey Moore/James Worker, Iconica

**Project Description:** The applicant is requesting approval of an **Amended General Development Plan (GDP)** for the Prairie Towne Center development to allow a revised 8,123 sf commercial out-lot building with a vehicle access sales and service window, a future 9,000 sf addition to the existing grocery store, and the future conversion of the existing 12,000 sf single-tenant building to a multi-tenant building with a vehicle access sales and service window.

The applicant is also requesting approval of an **Amended Specific Implementation Plan (SIP)** with detailed plans to allow for the construction of the 8,123 sf commercial out-lot building, now adding a vehicle access sales and service window. Future SIP applications for the 9,000 sf grocery store addition and conversion of the 12,000 sf out-lot building will be part of a separate process.

### Project History:

A PD-GDP-SIP for a previous development on the subject site was reviewed by the UDC on July 18, 2018 (ID [41566](#)) and approved by the Common Council on August 7, 2018.

### Project Schedule:

- The Urban Design Commission received an informational presentation on October 16, 2019.
- The Plan Commission is scheduled to review this proposal on January 27, 2020.
- The Common Council is scheduled to review this proposal on February 4, 2020.

### Approval Standards:

The UDC is an **advisory body** on this request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval. (**PD Standards for Approval.**)

## Summary of Design Considerations and Recommendations

This request is an alteration to an approved Planned Development (PD) Zoning District. The site plan changes include the revised building, addition of a drive thru lane, adjustments to site circulation, and changes to the outdoor seating and landscaping layout.

Staff recommends that the UDC provide feedback as to how the revised proposal meets PD Standard for Approval and responds to the Commission comments from the October 16, 2019 informational presentation. October 16, 2019 UDC informational review comments:

- The drive-thru path seems tight and convoluted.

- Look at pedestrian and sidewalk connections to activate the shopping center as a whole.
- The parking is problematic with the internal street, I'd rather see that as greenspace, a landscape edge along the internal street.
- Is there room for more greenspace?
- When you return, please bring a comparison of what was previously approved versus what you are now asking for.