

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 21, 2011
TITLE: 733 South Gammon Road – Demolition and New Construction of a Retail/Commercial Building in UDD No. 2. 1 st Ald. Dist. (24586)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 21, 2011	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Melissa Huggins and Richard Slayton.

SUMMARY:

At its meeting of December 21, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of demolition and new construction located at 733 South Gammon Road. Appearing on behalf of the project was John Bieno, representing TJK Design Build. The site is former drive-up bank next to Woodman’s gas station which has been empty for 3 to 4 years. They want to demolish the existing structure and put in a multi-tenant building with drive through. The building will be one story in height and features tower elements. It is a masonry building with three possible tenants anchored by tower element at 5300 square foot. The Commission questioned about shared parking with Woodman’s. Bieno noted that it will be looked into. The site features 27 stalls, more parking than minimally required by code. Bieno remarked that retail usually wants more parking.

The Commission requested that the applicant consider shared or reduced parking in addition to the following:

- Bump up entry pieces and signage areas and make windows taller.
- Apply the base wrap around the whole building and run brick down to base in recessed areas.
- Separate the façade into 3 different pieces to be more distinct.
- Look at lighter color brick as an option.
- In the south elevation is brick on brick with canted roof line is not well signified, needs a back drop on the south side, not as well balanced.
- The east elevation the end façade may be able to be more successfully as a corner facade more of a storefront, more visually anchored, market that corner.
- On the grading plan, may want to look at a raised walk for pedestrians and bus stop, etc. Look at elevations in terms of the canopy.
- There will be more questions about design elements of the architecture when the developer comes back; provide more details.
- Work in the neighborhood of 1 stall to 300 square feet or reduce parking stalls and bank them and revisit in 3 to 4 years or come back with porous pavement on site and onsite retention.

ACTION:

On a motion by Barnett, seconded by Huggins, the Urban Design Commission **GRANTED INITIAL APPROVAL** pending staff comments. The motion was passed on a vote of (5-0). The motion required that the applicant look at shared parking, parking at a 1 stall for 300 square foot ration or reduce initially and bank stalls and revisit in 3 to 4 years or significant porous pavement and on-site drainage, address of Planning staff's comments and concerns and more development of the building consists with comments by the Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 733 South Gammon Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	6

General Comments:

- 1/300 parking ratio preferred. Look at porous pavement options.

Firchow, Kevin

From: Clinton Woodman [clint.woodman@woodmans-food.com]
Sent: Thursday, January 19, 2012 10:27 AM
To: Firchow, Kevin
Cc: Subeck, Lisa; Dale Martinson; Bret Backus (External)
Subject: Conditional Use and Demolition Permit for 733 South Gammon Road
Attachments: Clint Woodman.vcf

Mr. Firchow,

I received and reviewed the proposed plans and staff report that you provided to Bret Backus relating to this matter. Thank you for sending the information so promptly. Please note that the January 13, 2012, notice for the public hearing was the first time we had heard anything about this proposed development. I am very familiar with the operation of our west-Madison store which is located adjacent to this proposed development. Woodman's primary concern about this proposed development is the potential lack of adequate on-site parking that will be needed to support the operations of the businesses that choose to locate there. We realize that all multi-tenant retail centers are not alike but, since it was built, the existing multi-tenant retail center located at the southeast corner of Watts Road and Gammon Road has been a constant problem for us. They do not have adequate on-site parking and therefore patrons to the businesses in this center try to utilize our surface parking spaces. We don't want to have the same problem with this proposed retail center. We are concerned that the 27 proposed surface parking spaces are potentially inadequate to support the operations of the businesses that choose to locate in this new retail center. The basis for that concern is centered in the uncertainty associated with type of use(s) that will occupy the non-Dunkin Donuts portion (3,200 SF) of the proposed retail center. In the information that you provided I saw that Dunkin Donuts is proposing 12 outdoor seats but I did not see anything about the number of seats being proposed inside their restaurant. How many seats is Dunkin Donuts proposing at this location? What impact will the Dunkin Donuts site criteria requirement of 1 parking stall for every 3 seats have on the availability of on-site parking to support the other business(es) in the center? Woodman's is not trying to throw a bucket of water on the proposed redevelopment of this property. We are simply trying to avoid more of the same problems that we are currently having with our existing multi-tenant retail center neighbor. We request that the City take into consideration the fact that there is no on-street parking adjacent to this proposed retail center and there is no cross parking between this property and Woodman's property and based on that consideration the City impose a condition of approval for the proposed development that establishes limitations on the size and types of uses that could potentially occupy the retail center based on the parking requirements for those uses. We recommend that the parking requirements be established by using the greater of the amount of parking required by the City or the maximum requirements based on the criteria for the specific use. For example, if Dunkin Donuts requires 14 parking stalls then the remaining building area can be used for a business(es) that require 13 stalls or less.

I will be out of the office and unable to attend the Public Hearing related to this matter on Monday, January 23, 2012. In my absence, I politely request that the contents of this correspondence be entered into the record at the Public Hearing.

Thank you for your consideration.

Respectfully,



EMPLOYEE OWNED

Clint Woodman

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