



PHOTOGRAPHY BY DON KERKHOF

CENTRAL BELTLINE DESIGN CENTER

52613/2727 WEST BELTLINE HIGHWAY, MADISON, WI 53713

PROJECT CREDITS

OWNER:

Mortenson Investment Group

GENERAL CONTRACTOR:

Ideal Builders

ARCHITECT:

Potter Lawson

ENGINEERS:

Pierce Engineers

PHOTOGRAPHY:

Don Kerkof

COMPLETION DATE:

June 2007

A Pleasing Combination

"If you're going to do a shed," one judge quipped, "this is a high quality one."

The "shed" remark is the analogy to the "box" that the judges described as being at the heart of good retail design — paired with planned obsolescence as customer tastes or trends change.

The box is the stage, and the design is the set; good design will be interchangeable for later occupants at an affordable cost. That was the "Retail Design 101" info we requested to set the stage for this award's judging criteria.

What was spectacular about Central Beltline Design Center? "It showed a pleasing combination of design elements, geometry and materials," a judge answered.



Another added, "And it's nice to see subtle shading, which was very effective as used here."

Project Summary Statement

The Central Beltline Design Center, home to Allen Kitchen and Bath and Verlo Factory Mattress Store, is a result of an ongoing effort to redevelop the critical Todd Drive area of the West Beltline Highway.

Mortenson Investment Group acquired the vacated, former Midwest Billiards location, and developed it into the Design Center that features a sleek glass facade and boasts large and welcoming showrooms totaling 14,700 square feet.

Neighbors for years, Gary and Laree Allen (Allen Kitchen and Bath) and Dan and Chad Franklin (Verlo Mattress) are happy to be paired up in the new facility, which is just one block west of their former location.

Their amicable relocation is an essential step in the process of building the Arbor Gate Development, which is slated to be complete by fall 2008, on the corner of Todd Drive and the West Beltline Frontage Road, where the former Allen and Verlo buildings were previously located.

Arbor Gate is designed to be a mixed-use development, with over 200,000 square feet of commercial office and retail space, which will revitalize the area and bring several hundred jobs and needed amenities to the Central Beltline and South Madison. ■