

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** February 7, 2007

TITLE: 4626 East Washington Avenue –  
Demolition and New Construction of a  
Commercial/Retail Center in Urban Design  
District No. 5. 17<sup>th</sup> Ald. Dist. (05576)      **REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

DATED: February 7, 2007      **ID NUMBER:**

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Members present were: Lou Host-Jablonski, Acting Chair; Lisa Geer, Robert March, Bruce Woods, Cathleen Feland, Ald. Noel Radomski, Todd Barnett and Michael Barrett.

### **SUMMARY:**

At its meeting of February 7, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the demolition and new construction of a commercial/retail center in Urban Design District No. 5 located at 4626 East Washington Avenue. Appearing on behalf of the project were Alex Weis and Bob Feller. The project as proposed provides for the demolition of the existing “Ponderosa” restaurant building located at 4626 East Washington Avenue in order to construct a new multi-tenant building approximately 10,200 square feet in size with a direct orientation to the property’s East Washington Avenue frontage with on-site surface parking located to its rear. The building features two accessible sites; one facing its street frontage, the other facing the surface parking area. Plans provide for the development of outdoor seating areas either off of the building’s southeasterly corner or on the northeasterly corner adjacent to the access drive. The building features the use of a cultured stone base, in combination with brick, corrugated metal and EIFS. The building features a parapet which is 4-feet in height and will act to screen rooftop equipment. All glass areas on the individual tenant storefronts are glass, not spandrel. Following the presentation, the Commission noted the following:

- Consider the options for no ground sign to make more outdoor/greenspace area.
- Add shade trees off of the southeasterly plaza if location is maintained.
- The project is superior to what’s there now with regards to building placement and “eyes on the street,” but features double the amount of parking over code requirements. Encourage a reduction of parking levels, along with the introduction of pervious pavers, a green roof, maintaining/enlarging greenspace and consideration for two stories.
- The building appears a little bit too small with the array of materials required to be toned down a bit which are too busy.
- Compliment you on bringing the building to the street with the outdoor eating plaza in either of the locations as proposed.
- Consider upward expansion or construct building to provide for future second floor addition.
- Salt bicycle parking around the site.
- Too much parking for the size of building/face. Consider providing for more on-site infiltration.
- Consider providing more on-site infiltration utilizing island areas.

- The building placement on the street with building signage makes the utilization of a monument sign redundant. The architecture of the building requires simplification of detail, along with signage considerations.
- Lose some of the stalls on the northeast corner of the building to make a larger plaza area if to be relocated in this area.
- Unify the look of the single tenant space along the westerly portion of the south elevation.
- Lose the application of EIFS for masonry brick cultured stone and/or other alternatives.
- Look at shared parking arrangement in conjunction with adjacent developed sites in order to minimize the need to develop the excessive levels of parking on-site. If the parking as proposed is necessary, look at a green roof to offset the amount of impervious area.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken 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, 5, 6, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4626 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	4	6	3	5	-	6	5	5
	-	-	-	-	-	-	-	5
	6	5	4	-	-	-	7	6
	6	5	-	-	-	5	5	-
	6	5	-	-	-	6	7	6
	-	-	-	-	-	-	-	6

General Comments:

- Lose the monument sign if the individual tenants have building signage. Like the outdoor seating area, even if it moves to the other side. Green roof can mitigate parking excess.
- A major improvement over existing. Two major negatives: a) too much parking by 2x! b) stormwater must be managed on-site!
- Improvement to site! Continue to develop site plan.
- Please do not use EIFS. More trees and landscaping.
- Overall much improved, but too much parking; reign in architecture. A bit too busy.
- Beats the hell out of Ponderosa, but architecture needs more thinking.
- This concept is an improvement over the existing and to the prevailing pattern of development. Kudos.