

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 9, 2008
TITLE: 3801 East Washington Avenue - Renovation and New Construction in Urban Design District No. 5, Grocery Store. 17th Ald. Dist. (07849)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 9, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of January 9, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL**. Appearing on behalf of the project were Bob Johnson, Bree Cooper and Pete Husch, all representing Hy-Vee, Inc.; and Henry A. Gempeler, Foley & Lardner. The modified plans as presented featured the following:

- Enhancements to the plans relevant to vehicular traffic circulation to and from the pharmacy drive-up window and grocery pick-up area, in combination with pedestrian circulation within this area; featuring a redone traffic access loop segregating one-way (southerly) pharmacy drive-up and grocery pick-up traffic from pedestrian areas at the front of the building, at the same time maintaining a two-way traffic pattern adjoining the site's surface parking area.
- The pedestrian pathways are further delineated with the use of colored and scored concrete.
- Landscaping modifications provided for a departure from the use of "Ginkgo" to the utilization of "Turkish Filbert" and the shifting outwardly of "Hawthornes."
- An enhancement to existing trees along the rear lot line was noted with the utilization of "Quaking Aspen."
- A review of the signage plan details noting modifications to address concerns stated by the Zoning Administrator.

Following the presentation staff noted that the signage package as presented could be approved with issues relevant to portions of the signage package not yet resolved relevant to consistency with the Street Graphics Control Ordinance requiring either variances or an appeal of the Zoning Administrator's interpretation of code. Following the presentation the Commission noted the following:

- The use of demarking bollards to identify the pedestrian pathway; a maintenance problem with repair and replacement.
- Consider use of a round versus square bollard; square bollards get nicked up more frequently.
- Still an issue with the front façade treatment; still an issue for providing for differentiation of the front façade treatment, as well as landscaping amenities not addressed. Previously noted concerns relevant to the need for more windows also included a request for differential brick color between the building's

lower and upper façades, in addition to landscaping amenities to relieve the issue with “not enough happening at the ground plane.”

ACTION:

On a motion by Wagner, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Barnett voting no. The motion required address of the following:

- Issue with the photometric plan relevant to the quality of light washing off the building. Fixture cut sheets as well as the photometric plan should be detailed to address the issue.
- Need bike parking in front of tenant spaces A and B close to the building.
- Adjust radii of the driveway curb cut at Mendota Street; minimize to accommodate pedestrian safety, including the utilization of differential pavement treatment.
- Move bike parking southerly off of the northwesterly corner of the building more inward toward the main entry to the grocery to be more front and center.
- Need landscape worksheet and plant list schedule with sizes as required by ordinance with all canopy trees to be a minimum of 2 ½” caliper, with the points calculation confirming the project exceeds the minimum points requirement by 2-3 times the minimum code level, in addition to the plan’s need to be stamped by a registered landscape architect.
- A note shall be provided on the face of the plans that drive-up service to the pharmacy will not preclude use by bicyclists.
- The signage package is approved contingent on its consistency with all applicable requirements of the “Street Graphics Control Ordinance” with any variances to come back or appeals of the Zoning Administrator’s interpretation for future consideration by the Urban Design 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, 5, 5, 6, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3801 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	5	6	6	5	6	6	6
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	7
	6	6	5	5	5	6	5	5
	6	6	6	-	5	6	6.5	6
	-	-	-	-	-	-	-	5
	6	4	6	5	4	6	5	5

General Comments:

- Nice upgrade to an old building.
- Good, small improvements.
- Provide wall lighting metrics. Add bike parking for tenants. Provide landscape worksheet. Appreciate how you responded to our concerns. Welcome!
- Took this big box a long way toward decent design.
- Good addition to the neighborhood.
- Main façade architecture/design lacking.