

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 20, 2006
TITLE: 5702 Raymond Road – New “Walgreen’s” Building and Remodeling of an Existing Retail Center Exceeding 40,000 Square Feet. 20 th Ald. Dist. (03311)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 20, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of September 20, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new “Walgreen’s” building located at 5702 Raymond Road. Appearing on behalf of the project was Tammy Mauer. In address of the Commission’s previous stated comments, the modified plans as presented by Mauer featured the following:

- Vision windows on the Walgreen’s façades have been provided on three bays on the south elevation and one bay on the east elevation.
- The corner tower element for Walgreen’s will be a true clear-story element, as well as three proposed towers for the remainder of the existing strip retail center; all of which provide natural light to areas below.
- A review of the rear elevation renderings provide for its painting to match the color of the brick of the front and side elevations, including the organization of dumpsters and recycling bins.
- Additional context information on the existing center was provided as previously requested.
- A review of the landscape plan emphasized screening along the back side of the building featuring a reduction of existing obscuring buckthorn hedges, as requested by the neighborhood to provide for better security and safety to be replaced with lower level plantings to provide for opportunities for observation and enhanced security.
- More tree islands have been provided within the parking lot, including trees.
- Considerations for ground signage has been removed from the submittal and will be addressed at a later time.
- Additional bike parking has been provided and dispersed around the site as requested.

Following the presentation, the Commission noted the following:

- Appreciate all the changes but on the east elevation of Walgreen’s on the bays where vision glass is not provided, prefer to see brick instead of EIFS panels within the inset; some Commissioners prefer the treatment as proposed.

- Bike racks should be provided closer to the main entry to the Walgreen's store.

ACTION:

On a motion by Barrett, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0). The Commission noted that any signage proposal needs to be appropriate to the scale of the neighborhood.

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, 6.5, 7, 7, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5702 Raymond Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	5	5	6	-	5	4	5
	7	7	7	6	-	6	7	7
	7	8	8	8	-	7	8	8
	7	7	6	6	-	7	7	7
	7	7	7	6	-	7	8	7
	6	7	6	7	-	6	7	6.5

General Comments:

- Pretty good redesign.
- Bravo for real, tall windows. Great responsiveness.
- Increased light within towers is great. Also appreciate increase of windows for vision on Walgreens. Good compromise on the landscape to make neighbors happy yet safe.
- A considerable improvement, especially in fenestration.