

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 22, 2006
TITLE: 702 North Midvale Boulevard, PUD-SIP, Restaurant. 11 th Ald. Dist. (03009)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 22, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of February 22, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD-SIP for a restaurant located at 702 North Midvale Boulevard. Appearing on behalf of the project were Mike Sturm, Andy Stein and Teel Peterson. The project provides for the redevelopment of the former "Firestone Tire" outpad site at Hilldale, which was designated as a future restaurant site within the first phase SIP. The development site is located at the corner of Heather Crest and Price Place adjacent to the existing Ace Hardware outpad site and the recently approved Sundance Theatre. The plans as presented provide for the development of a 1-story extended height building containing a restaurant anchor at the corner of Price Place and Heather Crest, along with multi-tenant retail tenant flex-space abutting the site's Price Place frontage. The building is a dark brick masonry structure featuring glass windows on the lower elevation with stucco panels on the upper elevation. The restaurant features indoor/outdoor fireplace along the streetside elevations, as well as outdoor eating. Parking for the facility is located at the rear of the building and the existing Ace Hardware building. Following the presentation of plans, the Commission expressed concerns on the following:

- Make a more significant architectural feature of the indoor/outdoor fireplaces as an element of the building elevation.
- The building lacks pizzazz, too plain and simple; especially restaurant portion.
- South side of the site plan appears underdeveloped, needs more plantings including trees.
- Concerned about the large interior parking lot's address of the heat effect.
- Need to provide high windows along the east elevation and attempt to be more inviting for pedestrians.
- The best microclimate for an outdoor eating area is on the east elevation. Examine the potential.
- Examine using stucco on the upper parapet with brick below to enhance the pilasters.
- The proportions of windows on the east elevation aren't as pleasing when compared with the west elevation.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no 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, 6, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 N. Midvale Blvd., Restaurant

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	5	6	-	-	6	5	5
	-	6	-	-	-	-	7	6
	6	8	-	-	-	7	10	8
	6	7	8	7	-	-	-	7

General Comments:

- Architecture needs more pizzazz. Make greater visual features of outdoor fireplaces. Create patio on southeast side. Good relationship to Sundance Cinema.
- Yeah! Real brick!
- Building is somewhat plain...developer’s goal to use the microclimates adjacent to building will not be successful without more careful consideration.
- Nice place for a restaurant – good choice of tenant.
- More attention with landscape on the south façade including shade trees in interior tree islands. Windows on the east elevation of the proposed retail building.