

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** June 3, 2009

TITLE: 418 South Gammon Road (West Towne Mall) – Alteration to a Planned Commercial Site Exceeding 40,000 Square Feet of Retail Space for the Construction of a Longhorn Steakhouse. 9<sup>th</sup> Ald. Dist. (13787)

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

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

DATED: June 3, 2009      **ID NUMBER:**

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Members present were: Bruce Woods, Richard Wagner, John Harrington, Richard Slayton, Jay Ferm and Todd Barnett.

### **SUMMARY:**

At its meeting of June 3, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of alterations to a Planned Commercial Site located at 418 South Gammon Road. Appearing on behalf of the project was Jack Degagne, representing Darden Restaurants; and Ald. Paul Skidmore, District 9. Degagne provided an overview of modifications to the plan in response to the Commission's previous review of the project as follows:

- Elimination of the southerly entry drive on the mall's ring road as requested.
- Redesign of parking lot to incorporate more tree islands within the southerly one-half of the site along with the addition of landscaping within the buffer along Gammon Road, as well as within a previously non-planted islands.
- The issue with oversized logo elements on the building's façade is eliminated and removed as part of the package.

Following the presentation the Commission noted the following:

- The use of tree lilac is missing an opportunity to provide shade; although OK could use a taller tree.
- Better off with larger trees in islands on Gammon add more trees to the two islands in front of the north elevation. Although Degagne noted conflicts with existing poles; it was noted that poles could be adjusted and located elsewhere as to not conflict with additional tree planting.
- Eliminate existing Spruce along the ring road; use sod in this area.
- Adjust planting beds so not to float and give a simple curvilinear form; suggest bringing to sidewalk with a design that provides for ease of maintenance.
- Add a shade tree to the southwest corner of the building within the end island adjacent to the drive aisle entry.

**ACTION:**

On a motion by Slayton, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-1) with Barnett voting no. The motion required the placement of lilac trees within islands with major canopy trees, the easing of curving within planting beds along Gammon Road with a more simplified curvilinear form, in addition to modification to the existing lighting within tree islands abutting the building's north elevation to provide for incorporation of two trees per island.

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 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 418 South Gammon Road**

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

General Comments:

- Other than central parking area, fine.