

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 6, 2007
TITLE: 4905 Ellestad Drive/4905 West Broadway – New Construction in Urban Design District No. 1, Veterinary Clinic. 16 th Ald. Dist. (06504)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 6, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Robert March, Bruce Woods, Richard Slayton, Ald. Rummel, Feland, Lou Host-Jablonski, and Michael Barrett.

SUMMARY:

At its meeting of June 6, 2007, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a veterinary clinic located at 4905 Ellestad Drive. Appearing on behalf of the project were Joe Powelka, Architect; Dave Wirth, and Steve Straavaldsen. Speaking neither in support or opposition was Ald. Judy Compton. In response to the Commission's previous comments on the project, the modified plans presented by Powelka featured the following:

- Kept the arrangement of the on-site parking on the site the same in order to keep client and staff parking separate and allow for necessary trash/truck movement.
- Revise the landscape plan to eliminate conflicts with the opening of door with Crabtree plantings and eliminate the utilization of barberry. Also provided, additional plantings adjacent to the bio-retention area.
- The front facade now features clear blue vision glass as a replacement for reflective glass, as suggested, along with the roofline adjusted with the removal of one of the gable end features for asymmetric appearance.
- Signs will consist of the monument sign at the front surface parking area with wall signage featuring a symbol on the upper front elevation gable end.
- The building materials will consist of utility size brick, beige brown in color, green-blue fiber cement painted siding with windows featuring dark green trim along with asphalt shingles in a slate blue color.

Following the presentation, Ald. Compton spoke and requested referral of the project citing issues with the following:

- The first time she was aware of the project, the first time it was presented to her was at this meeting. Not previously aware and not contacted by the applicant.
- She feels that the project is sub-par with what can be done in an area, which is already challenged.

- She noted that consideration of the project in light of the ongoing Stoughton Road Revitalization Project Group planning initiative provides that consideration of the project was premature, especially in light of its visibility from US Highway 12 and 18 and its proximity to an existing 300-bedroom hotel.
- She noted that the rear elevation of the building's visibility from Ellestad Drive requires more architectural attention.
- She further emphasized that the need for the project to come out of the box to be more along with concerns relevant to drainage and the amount of asphalt provided with the development of the site, in addition to the need for a higher pitched roof on the building, as well as a building with more overall character.
- She further noted that the project was located in a derelict area that needed the same scrutiny and rapport as applied by the UDC to other projects. She felt that the project visually did not meet expectations for the area according to the Stoughton Road revitalization initiative.

She requested referral so as the applicants would work with herself as the Alderman/representative for the area in conjunction with the Stoughton Road Revitalization Project Group.

Discussions on the revised plans were as follows:

- Noted that Ald. Compton was correct in that the project was located in a formerly dilapidated area where many projects in the area before the Commission had seen many upgrades. An infill project with not a bad building and is modest. It was further noted that the brick added space does not go around all elevations, especially the backside.
- It is a relatively attractive building, but needs landscaping along the westerly side of the building, an additional large tree as well as the potential maintenance of existing woods at the rear of the property if present.
- Could incorporate grass swale along the westerly lot line and the addition of trees on the southwesterly corner of the site if existing trees cannot be saved within that area.
- Handsome the building for the use. Brick should go around and will add to the integrity of the building. The roof slope is appropriate as designed and a prairie school style with high banding windows to raise the roofline would be inconsistent.
- Communication with Ald. Compton and neighborhood needs; to happen but design quality is there.
- Referral due to communication issues with Ald. Compton and neighborhood is appropriate, but no problem with the bulk, size and design of the project.

ACTION:

On a motion by Woods, seconded by Rummel, the Urban Design Commission **GRANTED INITIAL APPROVAL** of the project. The motion was passed on a unanimous vote of (8-0). The motion required address of the above stated concerns and the following:

- Additional landscaping as noted within the report as well as adjacent to the rain garden area with appropriate species, including the extension of brick to extend around all sides of the base of the building.
- A lighting and photometric plan including fixture cut sheets is to be provided.
- Provide color samples of the siding.
- Examine the height of the dumpster enclosure to effectively screen and move the dumpster so as not to have direct sight line view from the street with a westerly adjustment.

- Provide additional information on its lighting with the use of directional “night sky” sensitive fixtures.
- Redo ground sign to deal with its non-address of the required 20’ setback required with the provisions for signage of Urban Design District No. 1.

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, 6, 6.5, and 6.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4905 Ellestad Drive/4905 West Broadway

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

General Comments:

- Building design is appropriate for this area move sign. Move sign to required setback. Wrap brick around building. Need to see all material samples and colors.
- Building design is reasonably handsome, a modified Prairie School appearance.
- Good plan. Need move on details.