

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 19, 2006
TITLE: 1701 Thierer Road – New Construction, Retail Exceeding 50,000 Square Feet. 17 <sup>th</sup> Ald. Dist. (03206)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: April 19, 2006	<b>ID NUMBER:</b>

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

### **SUMMARY:**

At its meeting of April 19, 2006, the Urban Design Commission **GRANTED INITIAL APPROVAL** of new retail construction exceeding 50,000 square feet located at 1701 Thierer Road. Appearing on behalf of the project were John Bieno and John Brigham. Bieno provided a detailed overview on a more fully developed building's elevations and plan details for the infill, multiple-tenant retail building. Following the presentation the Commission expressed concerns on the following:

- Need a landscape worksheet for the whole site as well as to provide for additional details for address the previously stated requirement to bring all surface parking areas up to code in regards to accessibility, landscaping and lighting for the entire site development plan.
- The need to provide more specific details on each of the building's elevations especially the canopy elements.
- Need color elevations and color photos of the existing retail center.
- Need to enhance entry treatment to the building especially the parking lot side in addition to providing bike rack details and locations.

Following discussion, the Commission noted that it appreciated the original windows on all sides of the structure as well as a door to the street and an accessible walkway.

### **ACTION:**

On a motion by Host-Jablonski, seconded by Barrett, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (9-0). The motion required address of the above stated concerns.

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 6, 6, 6.5, 6.5, 6.5, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1701 Thierer Road**

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

General Comments:

- Nice infill creating an architectural corner statement where once there was none – nice!
- It’s exciting that the parking lot is getting partially filled in, and with a decent building to boot.
- Moving in right direction.
- Good project in strip mall context. Rain gardens.
- We need to see colored elevations. Concerned that building may look disjointed when color is applied to building elements.
- Need worksheet for the entire lot with the landscape inventoried and updated to meet code. Great ped access and window placement. Add trees in more of the parking lot islands.
- Revise south end entries to provide more inviting entrance – too stark as presented – canopies over doorways would be good.