

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 10, 2018

TITLE: 2025 Zeier Road – Façade Alteration for  
“Ross Dress for Less.” 17<sup>th</sup> Ald. Dist.  
(49797)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: January 10, 2018

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Rafeeq Asad, Lois Braun-Oddo, Amanda Hall, Michael Rosenblum and Cliff Goodhart.

**SUMMARY:**

At its meeting of January 10, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a façade alteration for “Ross Dress for Less” located at 2025 Zeier Road. Appearing on behalf of the project was Ross Gallentine, representing Ramco Gershenson, Inc., owners of the East Towne Development Center. The tenant will take the existing 13,000 square feet and expand 8,000 square feet on the back. The applicant reviewed the site plan, floor plans, and existing context views of the building. The Ross elevation is an existing EIFS band with a masonry base and brick pier columns. A new canopy would be added to the front. They would like to put a feature on the back elevation facing Menard’s to be seen from the expressway. Signage will come under a separate application. The existing pylon sign looks old; they are proposing to build the brick and concrete base up to match the existing center without taking it any higher; they are asking for two additional panels.

Comments and questions from the Commission were as follows:

- Does the EIFS need to come all the way down? A number of the other existing buildings have just the EIFS strip across the top.
  - If we follow that line across and go masonry down, I have no issues with that.
- I kind of like the way it engages the column.
- Me too.

**ACTION:**

On a motion by O’Kroley, seconded by Hall, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).