

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 20, 2007
TITLE: 4905 East Broadway – New Construction, Veterinary Clinic in UDD No. 1. 16 th Ald. Dist. (06787)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 20, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Michael Barrett and Richard Slayton.

SUMMARY:

At its meeting of June 20, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction for a veterinary clinic located at 4905 East Broadway. Appearing on behalf of the project was Joe Powelka, architect. Plans as presented featured the following:

- Color and material samples were displayed, including a blue colored vision glass.
- Review of the site/landscape plan featured:
 - Identification of existing trees, as well as an alternative for their removal and replacement with additional landscaping.
 - A relocated dumpster with an increased height of 6-feet has been provided, with adjustments to proposed landscaping and screening.
 - Brick has been provided around the base of the building on all four sides.
 - The lighting plan has been provided within the packet which features the use of full cut off fixtures.
 - The monument sign has been pulled back combined with an adjustment to the configuration of front surface parking in order to meet the setback requirements of Urban Design District No 1.
 - The monument sign will also be internally lit.

Following the presentation the Commission noted the following:

- The asphalt shingles with a fake eye shadow appearance are problematic; if possible, replace alternative with the same chroma.
- Look for a gray blue color for the siding to better match the remainder of the building material color palette. In addition, if necessary clean cut roots/trees around the detention pond upon excavating. If the trees die, replace with native species.
- Make sure fixtures in soffits are fully recessed.

As part of this discussion, staff noted there was still a problem with the internally lit ground sign having a white face inconsistent with provisions for Urban Design District No. 1. Staff noted as a condition of approval that the

sign could be altered to feature a routed aluminum face with cut outs in order to satisfy the signage requirements.

ACTION:

On a motion by Host-Jablonski, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required that the veterinary clinic's owner meet with the Stoughton Road Revitalization Project Group with the ground sign to be routed aluminum cut outs to return for staff approval.

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, 5.5, 6, 6, 6, 7 and 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4905 East Broadway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	5	5	5	5	6	5.5
	5	6	5	-	5	5	-	5
	-	7.5	-	7	7	-	-	7.5
	-	-	-	-	-	-	-	6
	5	6	6	6	-	6	6	6
	6	7	6	6	6	6	7	6
	6	7	7	7	7	6	7	7

General Comments:

- Nice changes and upgrades to the building and landscape.
- Nice colors! For a modest structure, this project is handsome, well lit, and sports a nicely designed sign.
- Applicant satisfied concerns expressed at previous meeting. Encourage meeting with Alder and SRRC but no reason not to approve.
- Protect the existing trees!
- Like the project. Don't care for shingles with faced "shadow" though.