

**AGENDA # 6**

City of Madison, Wisconsin

---

<b>REPORT OF:</b> URBAN DESIGN COMMISSION	<b>PRESENTED:</b> March 16, 2011
<b>TITLE:</b> 4120-4208 East Washington Avenue (Frontage Road) – Conditional Use Permit for a Commercial/Retail Center that Includes Two Drive-Thrus, an Outdoor Eating Area and a Demolition in UDD No. 5. 17 <sup>th</sup> Ald. Dist. (21199)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
<b>AUTHOR:</b> Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
<b>DATED:</b> March 16, 2011	<b>ID NUMBER:</b>

---

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, R. Richard Wagner and Jay Handy.

**SUMMARY:**

At its meeting of March 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a commercial/retail center located at 4120-4208 East Washington Avenue. Jerry Barquin of Dimension IV Architects spoke in favor of the project. He addressed the Commission’s concern from their previous meeting. The low trees in the parking lot have been increased to shade trees. They now have a mix of landscaping. Clear story windows have been added to the East Washington Avenue frontage. Adjustments to the stone heights and signage have been made to break it up a little bit. They added a different brick color to add the effect of having three buildings. All the glazing along the front is being treated as “vision” windows with removable film on the inside.

**ACTION:**

On a motion by Harrington, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0).

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, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4210-4208 East Washington Avenue**

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

General Comments:

- Improved.
- Nice improvements!