

**AGENDA # 11.**

City of Madison, Wisconsin

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<b>REPORT OF:</b> URBAN DESIGN COMMISSION	<b>PRESENTED:</b> October 19, 2005	
<b>TITLE:</b> 7502 West Towne Way – PCD(SIP), Retail Center.	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
<b>AUTHOR:</b> William A. Fruhling, Acting Secretary	<b>ADOPTED:</b>	<b>POF:</b>
<b>DATED:</b> October 19, 2005	<b>ID NUMBER:</b>	

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

**SUMMARY:**

At its meeting of October 19, 2005, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PCD(SIP) for a retail building located at 7502 West Towne Way. Kevin Carey stated that they have reduced the length of the parking stalls and added some shade trees in the parking lot. He stated that they added a base band that is EIFS with a 20-ounce mat. Bill Rattunde registered in support.

Several Commission members complimented the creative landscape design and use of permeable paving in the parking lot. The Commission discussed concerns about the use of EIFS on the base of the building and possibilities for diverting some of the rooftop stormwater runoff.

**ACTION:**

On a motion by Geer, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PCD(SIP) for a retail building located at 7502 West Towne Way, subject to the following conditions:

1. That the high pressure sodium lamp be converted to metal halide and that staff review the lighting cut sheets;
2. That the lower 3-4 feet of the building be a masonry like material (such as brick, pre-cast, cement board) and be approved by staff;
3. That at least 50% of the rooftop runoff be diverted to landscaped areas on the site.

The motion was passed on a unanimous vote.

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, 7, 7, 7, 7, 7, 7, 7.5 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 7502 West Towne Way**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	8	7	8	6	6	8	7	7
	8	7	9	6	6	7	7	7
	7	6	7	7	6	6	5	6
	9	6.5	8	8	6	7	7	7
	8	6	9	-	-	8	8	8
	8	7	8	6	6	7	7	7
	-	6.5	8	-	-	-	-	7.5
	7	6	7	-	-	6	6	6
	6	7	8	7	7	7	7	7

General Comments:

- Change the high pressure sodium to metal halide. Creative landscape appreciated.
- Change EIFS at base to a hard durable material. Sandblasted concrete would be OK.
- Fenestration 360°, permeable paving, ivy on walls, door at street – bravo!
- Site design is right on; architecture style needs “tightening”.
- Love the links.
- Nicer than most 1-story retail in this area.