

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # 03206

DATE SUBMITTED: <u>3.15.06</u>	Action Requested <input checked="" type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>3.22.06</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 1701 THREE ROAD

ALDERMANIC DISTRICT: 17 ALC SANTIAGO ROSAS

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
JOHN BRIGHAM LEE AND ASSOC TJK DESIGN/BUILD JOHN BIENO  
REPRESENTING: ROBERT BRIGHAM AND 624 WEST MAIN STREET  
THEODORE HOLEN MADISON, WI 53703

CONTACT PERSON: JOHN BIENO TJK DESIGN/BUILD  
Address: 624 WEST MAIN STREET  
MADISON, WI 53703  
Phone: 257 1090  
Fax: 257 1092  
E-mail address: jbieno@tjkdesignbuild.com

TYPE OF PROJECT:  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 50,000 Sq. Ft.
- Planned Commercial Site



(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

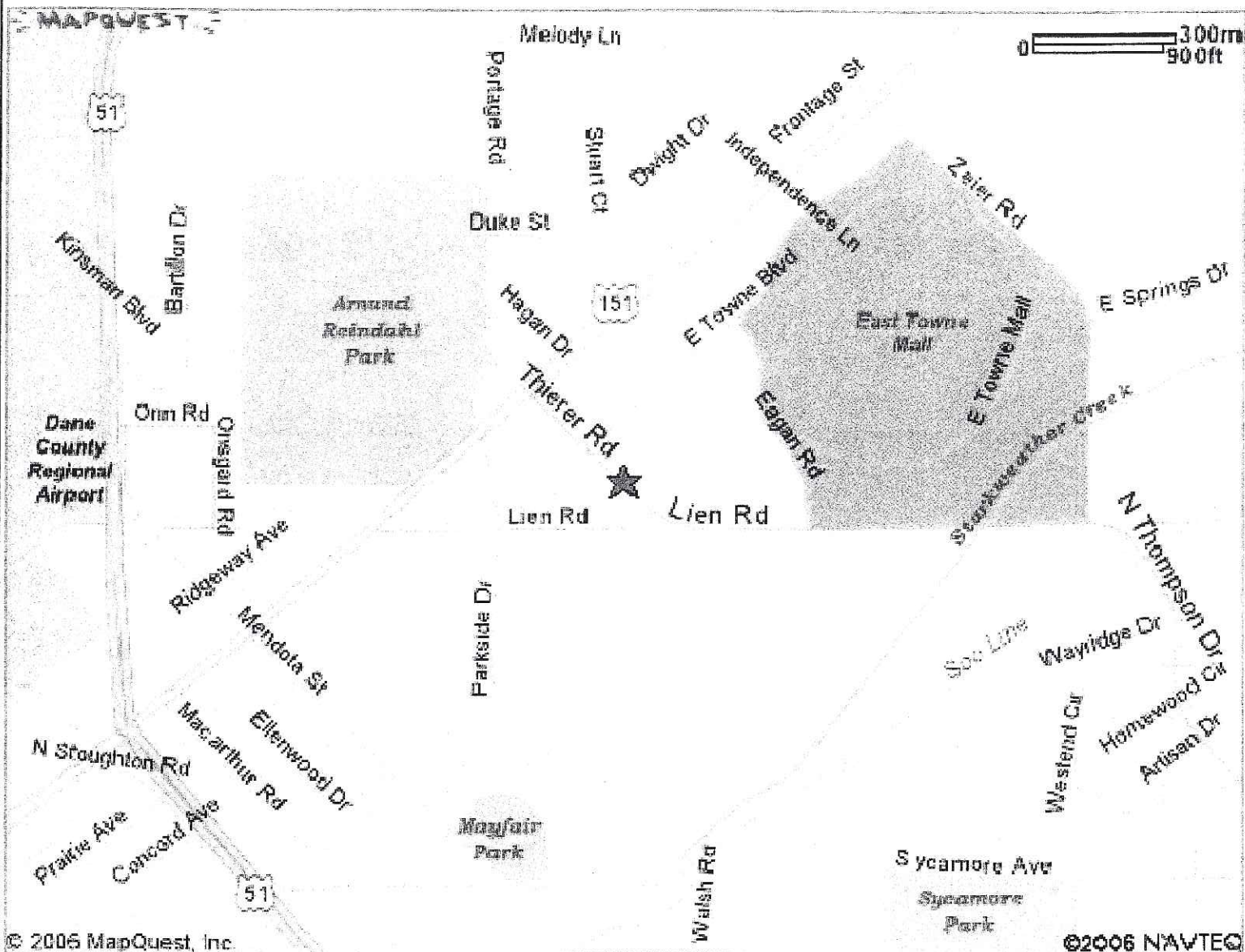
(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

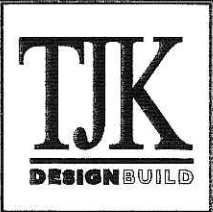
(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)



1 SITE LOCATION MAP  
C-1 SCALE: NO SCALE

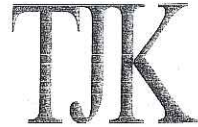


634 West Main Street  
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PROPOSED FACILITY FOR:  
**EAST POINTE PLAZA RETAIL**  
  
MADISON, WISCONSIN

**MAP**  
  
3.14.06






DESIGNBUILD

Timothy J. Kritter Co., Inc.

634 W. Main Street  
Madison, WI 53703  
Office 608-257-1090  
Fax 608-257-1092  
www.tjkdesignbuild.com

**DATE:** March 15, 2006

**TO:** Urban Design Commission  
City of Madison

**FROM:** John J. Bieno, AIA  
TJK Design Build  
634 W. Main Street  
Madison, WI 53703 

**RE:** **Narrative for 1701 Thierer Road**

The structure that we are proposing as part of this submittal is an outlot development to an existing strip mall center on the east side of Madison. The existing center is located at the intersection of Zeier and Thierer Roads. Our project would be adjacent to the entry to the center on this intersection. We are recommending the removal of part of the existing parking lot to accommodate the new construction and the associated outdoor gathering area. The 8,000 SF structure brings a street presence to the development while making better use of an under utilized parking area. The position of the structure also allows for direct interaction with pedestrian and bicycle traffic. An added bonus for the creation of this structure is that the impervious for this development will not increase as a result of its construction.

Effort has been taken to bring presence to this structure through the use of multiple architecture elements and features. Some of the features are: an 18' parapet height, a colonnade that extends from the building out towards the existing development and awnings over the windows for visual interest, color and architectural relief and two entry elements at opposing corners. The extensive use of glass, both at eye level and above, allows for natural light to filter into the structure even at its deepest point. The structure marries itself back to the existing buildings through the use of similar materials and window fenestrations. The presence of the building at night has also been thought through with the incorporation of accent lights on both the vertical surfaces and the overhang canopies. There is also lighting in the outdoor activity area through the use of bollards.

PROPOSED FACILITY FOR:

# EAST POINTE PLAZA - RETAIL

MADISON, WISCONSIN

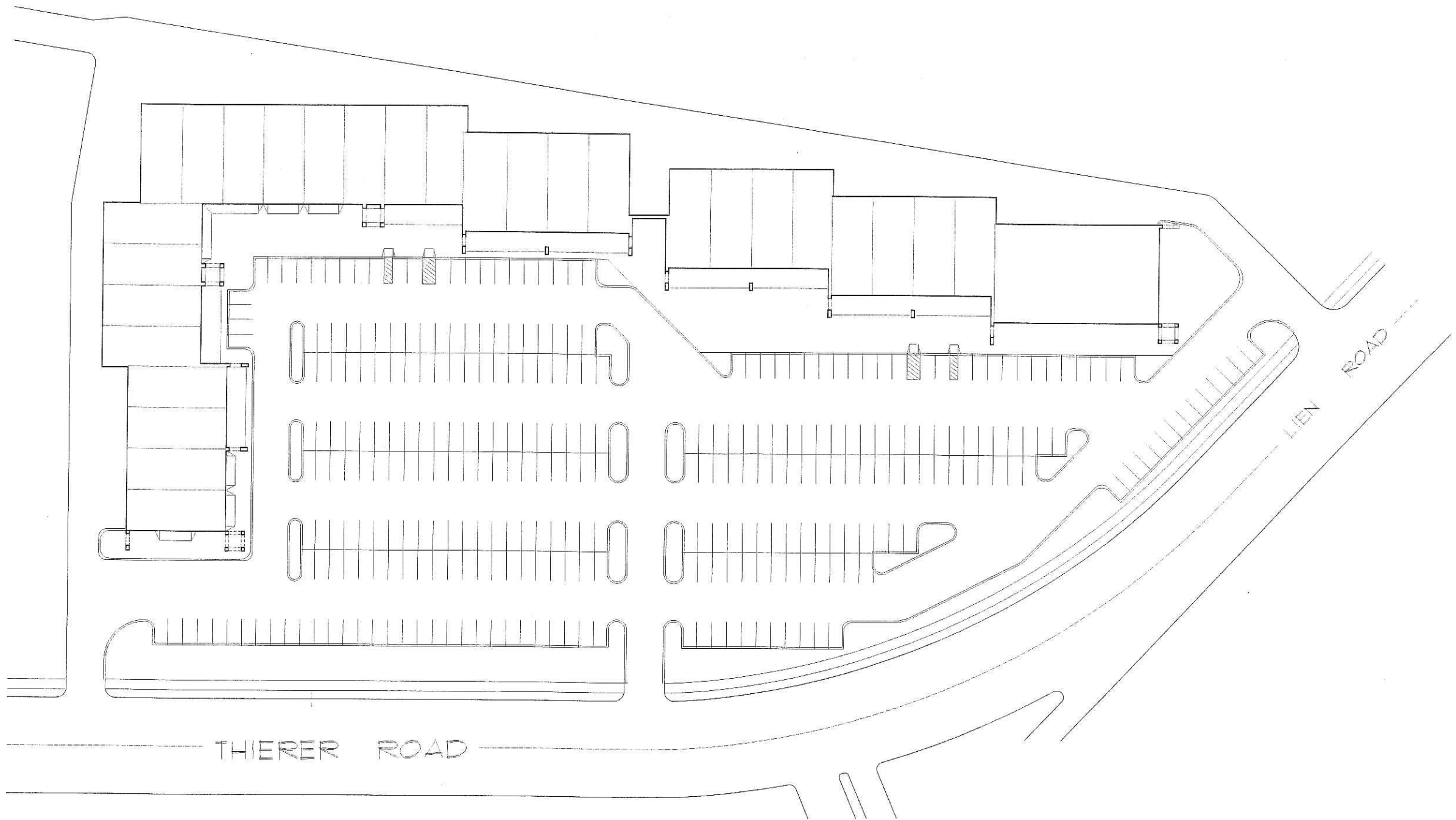
**TJK** TJK Design and Construction Company, Inc.  
634 West Main Street  
Madison, WI 53703  
**DESIGN BUILD** 608-257-1090 FAX 608-257-1092

INDEX OF DRAWINGS:

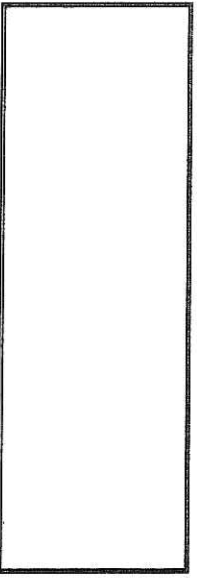
C-1.0 EXISTING SITE PLAN  
C-1.1 PROPOSED SITE PLAN  
C-1.2 DEMOLITION SITE PLAN  
A-1.1 FLOOR PLAN  
A-2.1 EXTERIOR ELEVATIONS  
A-4.1 CROSS SECTION

PROPOSED FACILITY FOR:

EAST POINTE PLAZA - RETAIL



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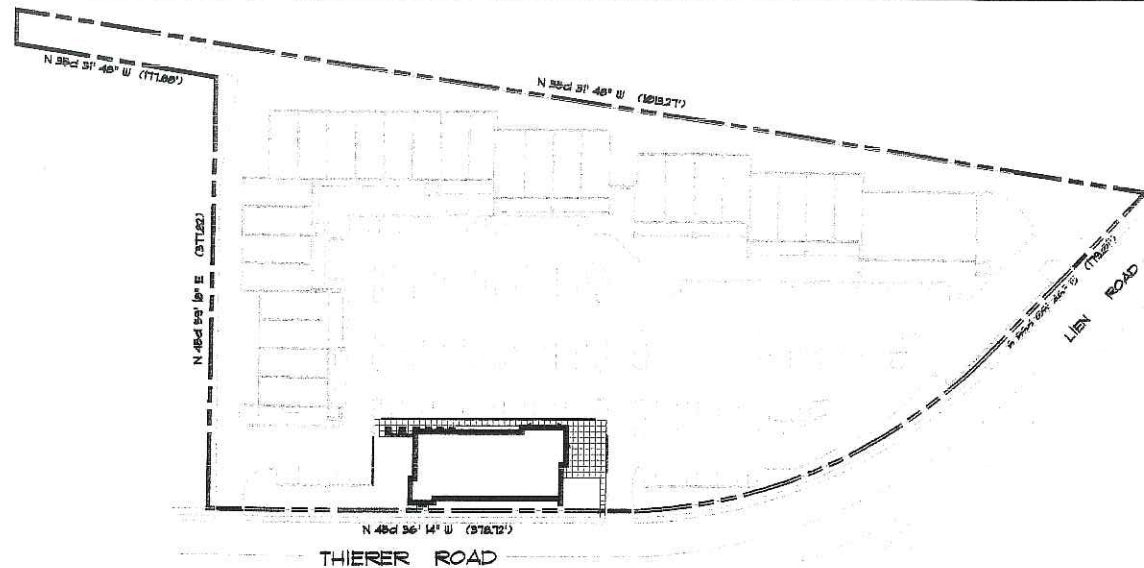


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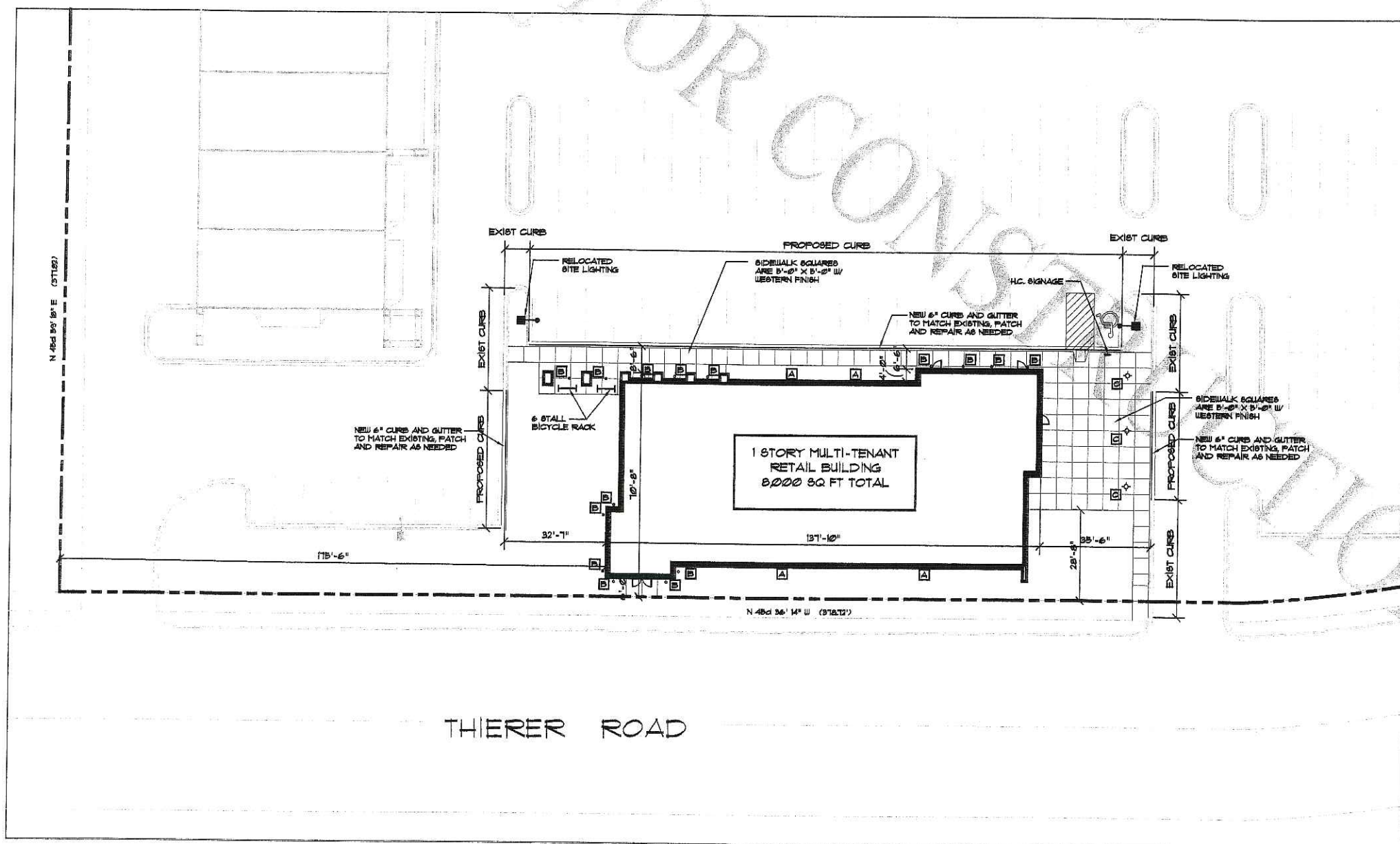
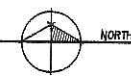
PROPOSED FACILITY FOR:  
**EAST POINTE PLAZA  
 RETAIL**  
 MADISON, WISCONSIN

**C-10**  
 3.15.06





1 OVERALL SITE PLAN  
C-11 SCALE: 1" = 80' - 0"

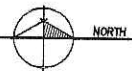


- LIGHT FIXTURE KEY**
- A UBA ARCHITECTURAL LIGHTING, 160W MH, WALL MOUNTED LIGHT FIXTURE IN FOLDER COAT FINISH, MODEL 60VFD-PS111-10PH-VOLT-UM-8TA
  - B RUD 120W MH RECESSED CAN LIGHT FIXTURE (2'-0" FROM GRADE), MODEL #RTM10 WITH MODEL # RTM10
  - C RUD 160W MH BOLLARD ON CONCRETE, SONATUBE FOOTING, RUD CATALOG # HCD467-D PROVIDE LOUVERS AT ALL BOLLARDS, RUD CATALOG # HCL

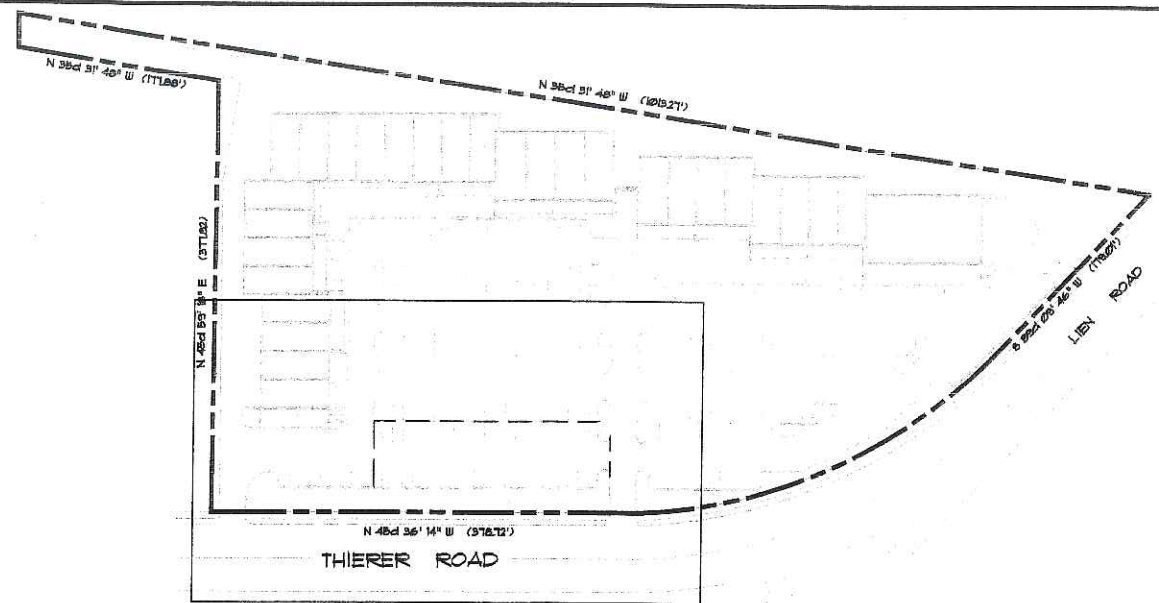
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PROPOSED FACILITY FOR:  
**EAST POINTE PLAZA  
RETAIL**  
MADISON, WISCONSIN

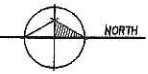
1 PROPOSED SITE PLAN  
C-11 SCALE: 1" = 20' - 0"



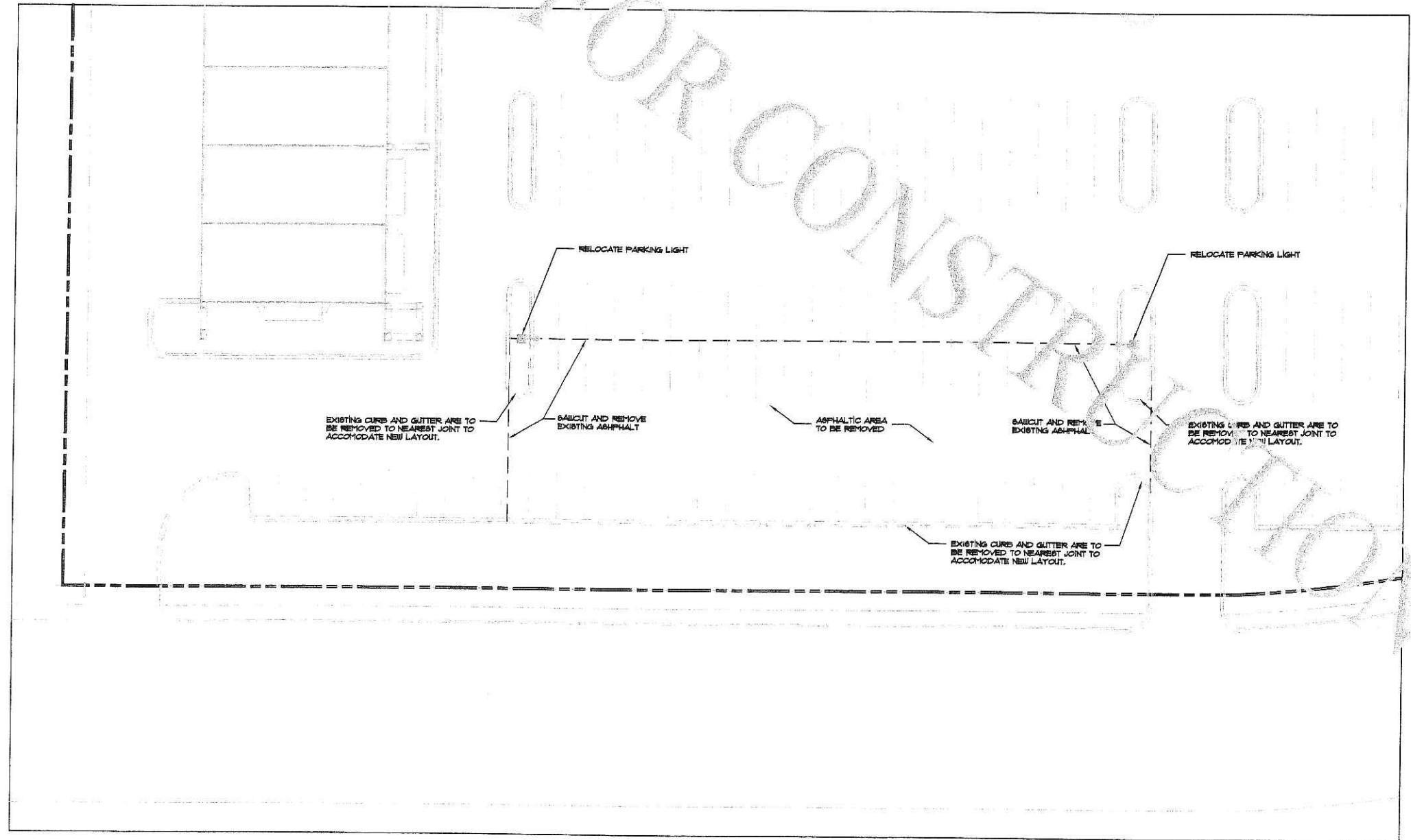
**C-11**  
3.15.06



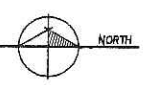
1 OVERALL DEMO PLAN  
C-11 SCALE: 1" = 80' - 0"



NOT FOR CONSTRUCTION



1 DEMOLITION SITE PLAN  
C-12 SCALE: 1" = 20' - 0"

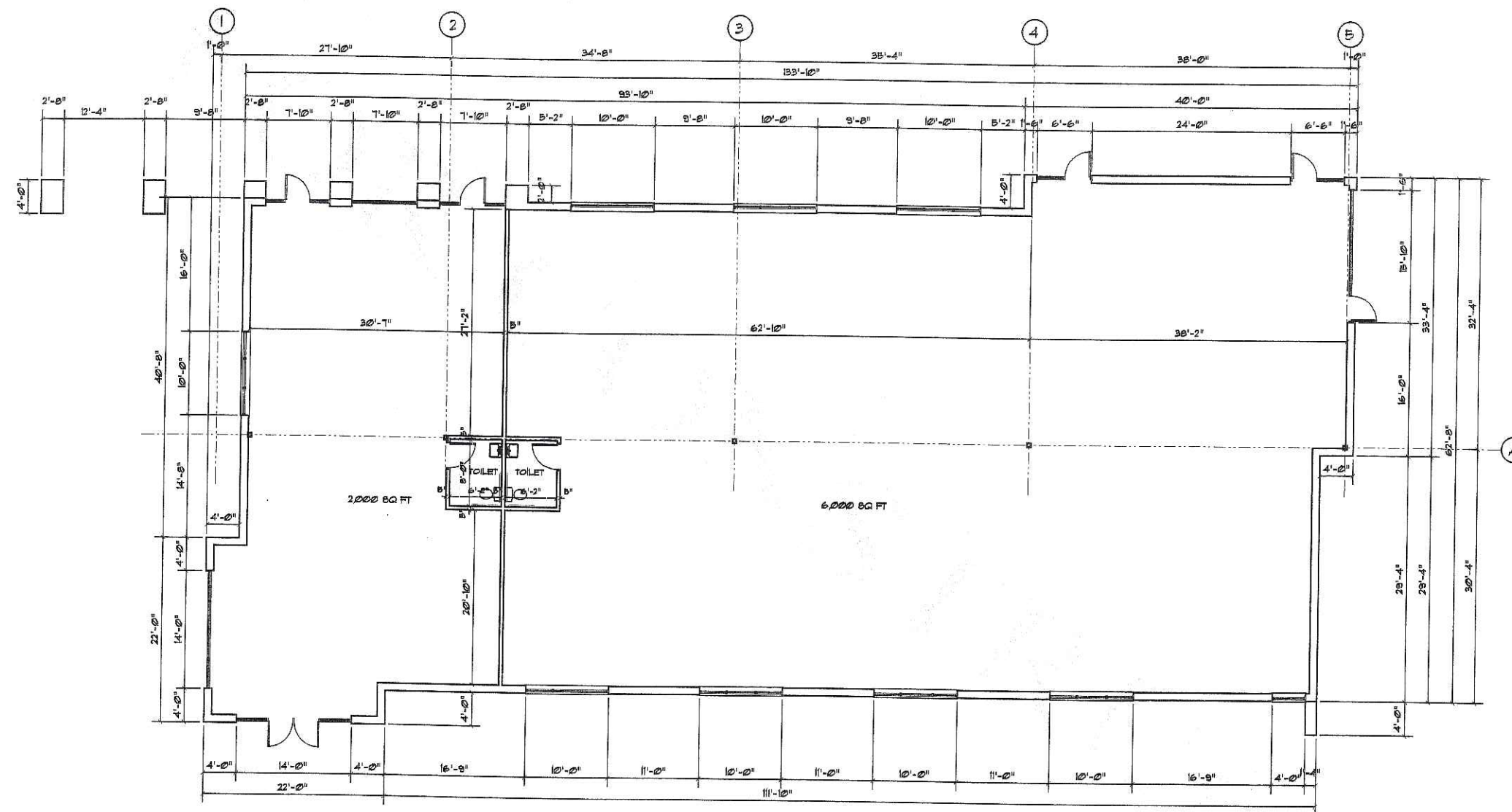


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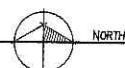
PROPOSED FACILITY FOR  
**EAST POINTE PLAZA**  
RETAIL  
MADISON, WISCONSIN

**C-12**  
3.15.06





1 FLOOR PLAN  
A-11 SCALE: 1/8" = 1' - 0"

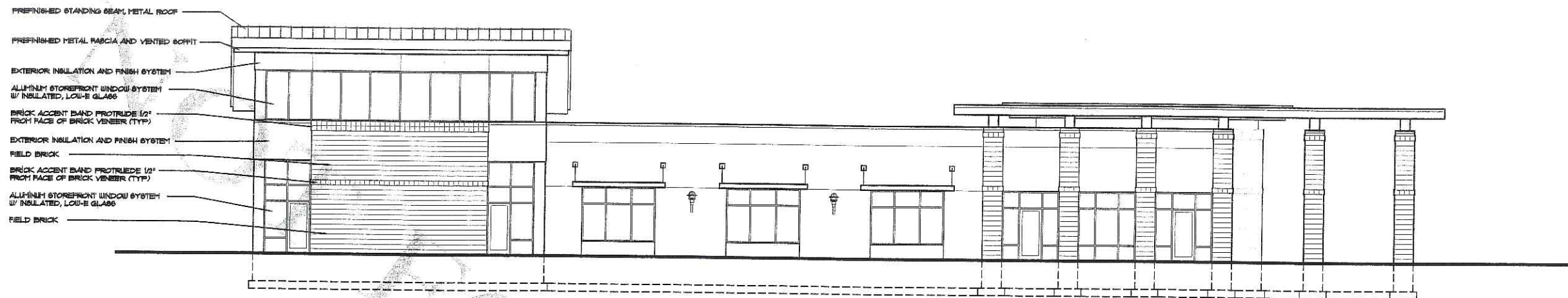


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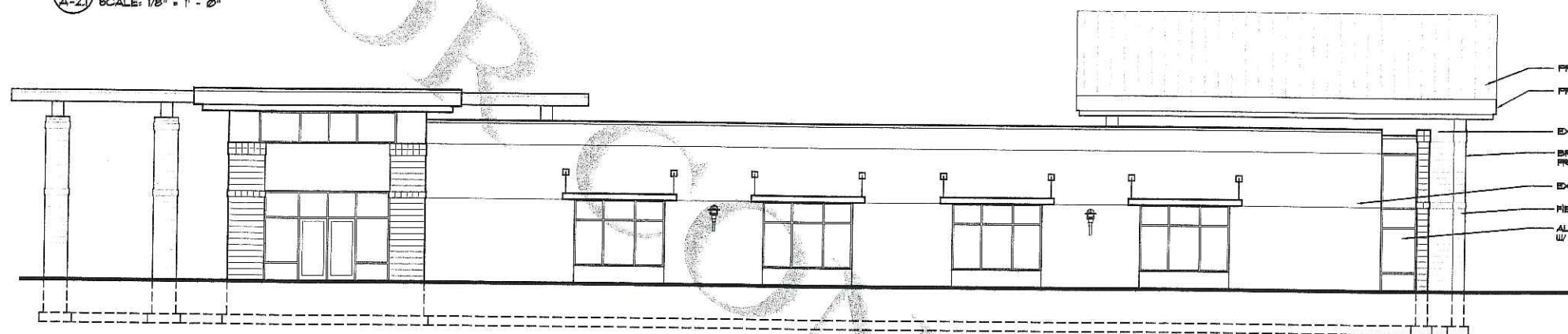
PROPOSED FACILITY FOR:  
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**A-11**  
3.15.06

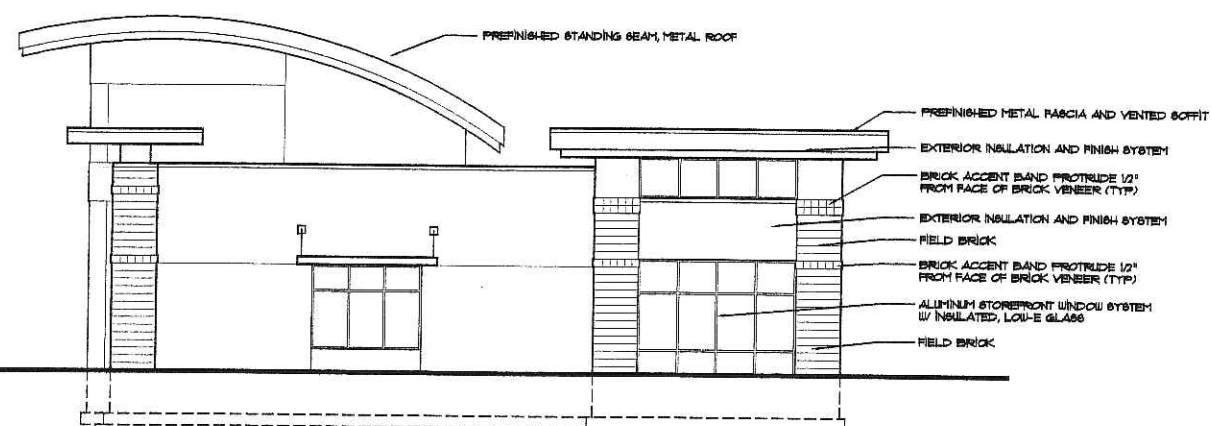




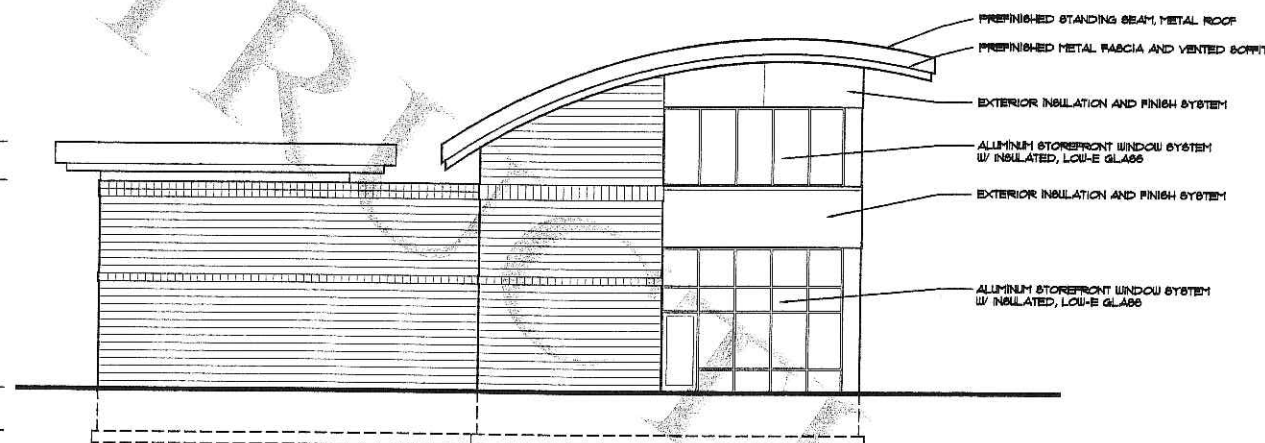
1 NORTH ELEVATION  
A-21 SCALE: 1/8" = 1' - 0"



1 SOUTH ELEVATION  
A-21 SCALE: 1/8" = 1' - 0"



1 WEST ELEVATION  
A-21 SCALE: 1/8" = 1' - 0"



1 EAST ELEVATION  
A-21 SCALE: 1/8" = 1' - 0"

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PROPOSED FACILITY FOR  
**EAST POINTE PLAZA**  
**RETAIL**  
MADISON, WISCONSIN

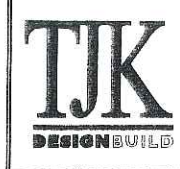
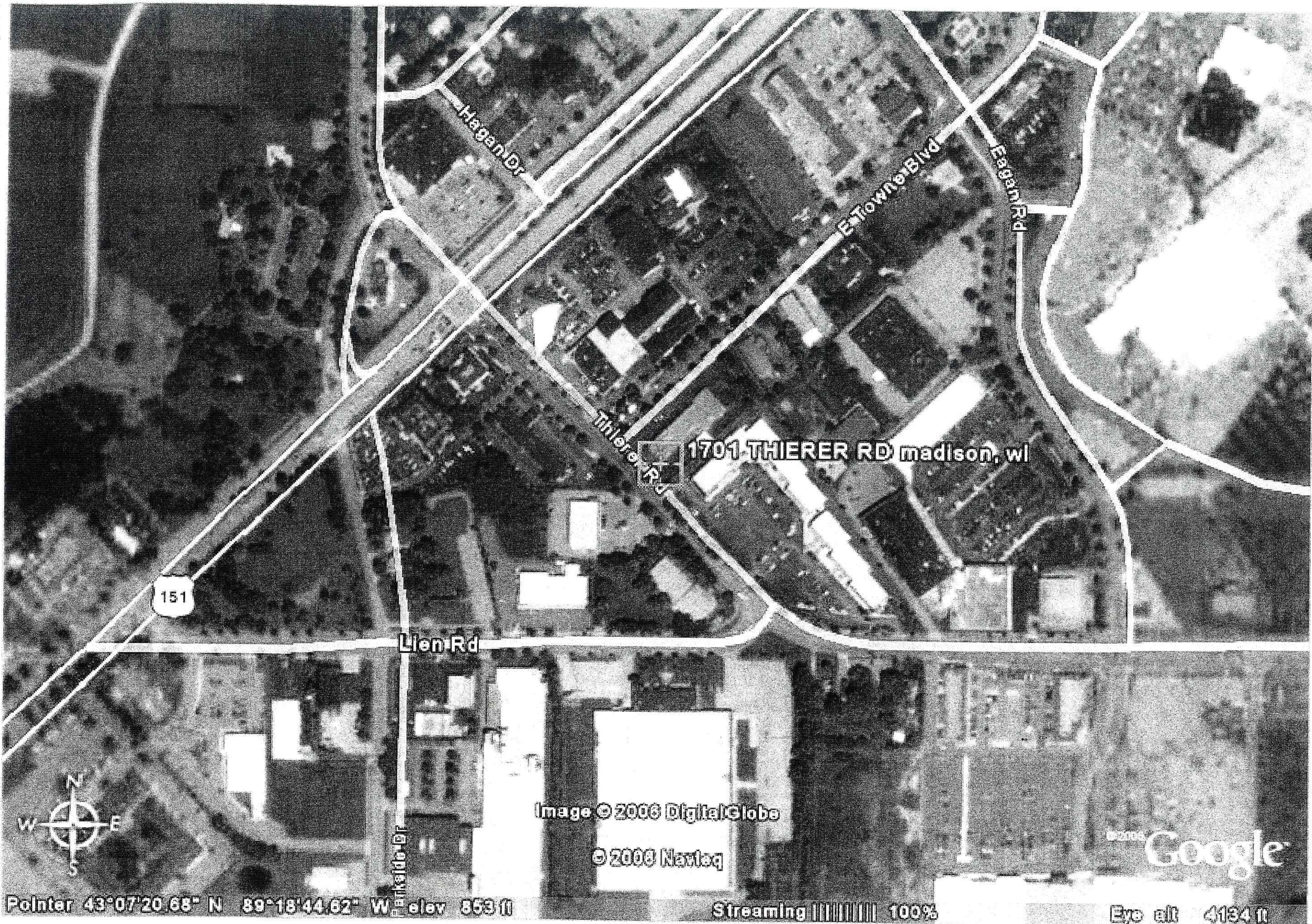
**A-2.1**

3.15.06







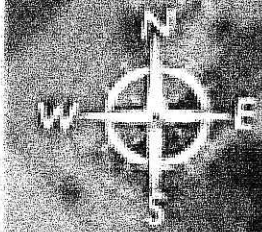


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**MAP**  
3.15.06



Pointar 43°07'20.66" N 89°18'44.62" W elev 853 ft

Streaming 100%

Eye alt 4134 ft