

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 4, 2009

TITLE: 418 South Gammon Road (West Towne Mall) – Alteration to a Planned Commercial Site Exceeding 40,000 Square Feet of Retail Space for the Construction of a Longhorn Steakhouse. 9th Ald. Dist. (13787)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: William A. Fruhling, Acting Secretary **ADOPTED:** **POF:**

DATED: March 4, 2009 **ID NUMBER:**

Members present were: Bruce Woods; Chair, Todd Barnett, Ron Luskin, Dawn Weber, Mark Smith, Jay Ferm, Ald. Marsha Rummel, Richard Wagner, and John Harrington.

SUMMARY:

At its meeting of March 4, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for an alteration to a planned commercial site exceeding 40,000 square feet of retail space for the construction of a Longhorn Steakhouse at 418 South Gammon Road (West Towne Mall). Appearing on behalf of the applicant was Jack Degagne. He stated that the proposal involves demolishing the vacant Smokey Bones restaurant and constructing a new building just to the south. He stated that the front elevation of the building will face the street and include the entrance. Building materials will include stone, brick and EIFS. Degagne stated that they are proposing 96 parking spaces and have reciprocity agreements, noting that 62 spaces are required.

The Commission discussed the following items:

1. The need to keep the EIFS off the ground all around the building.
2. The design of the west facade (facing the mall) needs to be improved and the landscaping well designed in that area.
3. Look at larger tree islands to accommodate two trees if possible, and adding trees to line the mall's ring road.
4. The need for signage to meet ordinance requirements and to be well integrated into the design.
5. Considering changes to the entrance canopy to make the doors more visible from the parking lot.
6. Although the Commission was generally supportive of the building placement, it also would be open to considering moving the building to the north to allow for a drop-off near the front door.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 418 South Gammon Road

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

General Comments:

- Location of building is urban and appreciated, but look at articulation/entry issues.
- Nice start. Remember that site dictates a 4-sided building.