

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 8, 2006
TITLE: 4302 East Washington Avenue - Demolition and New Construction, Starbucks with drive-up window in Urban Design District No. 5. 17th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 8, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Todd Barnett, Lisa Geer, Robert March and Michael Barrett.

SUMMARY:

At its meeting of March 8, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of the demolition and new construction of a “Starbucks” with drive-up window located at 4302 East Washington Avenue. Appearing on behalf of the project were Joel Lome and Michael Achim. In response to the Commission’s previous comments on the project, the modified plans detailed the following:

- The building was reoriented to present a “broad” face to its East Washington Avenue frontage, providing for a relocation of the drive-up window and additional landscaping as requested. The configuration of a row of surface parking stalls along the property’s East Washington Avenue frontage was modified to create a large landscaped island as the base for a proposed ground sign.
- The new site plan provides for a higher level of landscaping, as well as more efficient stormwater run-off.
- On-going discussions with the adjacent hotel relevant to pedestrian cross-access are still in progress.
- All building signage, as well as the proposed ground sign are now consistent with the district requirements, as well as the Street Graphics Control Ordinance. A more detailed photometric plan and cutsheets were provided for review.
- A Zoning Code compliant bike rack has been provided.
- The modified landscape plan was prepared and stamped by a registered landscape architect.
- The landscaping along the drive-up window elevation has been modified to address concerns relevant to visibility and safety.
- Additional trees have been provided within the site with a canopy tree added within the outdoor eating area as previously requested. The drive-up window drive aisle has been altered to provide for more efficient on-site drainage.
- The south and west elevations of the building have been modified to feature more window openings, along with a more detailed brick patterning to provide more fenestration and articulation on the effected elevations.

ACTION:

On a motion by March, seconded by Host-Jablonski, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion required that the applicant examine using dark glass in the windows on the west elevation or smaller windows pushed to the left side of the elevation or use patterning in the brick to provide relief or recesses. The modified west elevation shall be submitted to staff for final 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 6, 6.5, 7, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4302 East Washington Avenue

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

General Comments:

- Great job! Very responsive. Real windows, though please.
- Much improved site plan, increased function and open space has resulted.
- Good improvements.
- Great improvement to the site plan! Applicant won me over to support this project.
- Very much improved due to rotating building.