

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 7, 2012

TITLE: 4502 East Washington Avenue – Exterior
Remodeling in UDD No. 5, McDonald’s
Restaurant. 17th Ald. Dist. (28039)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 7, 2012

ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, Melissa Huggins, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroley and Marsha Rummel.

SUMMARY:

At its meeting of November 7, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of exterior remodeling in UDD No. 5 located at 4502 East Washington Avenue. Appearing on behalf of the project was Steve Jeske, representing Haag Muller, Inc. Commission comments touched on the inclusion of a tree island and improvements to the landscape plan.

ACTION:

On a motion by Huggins, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0).

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 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4502 East Washington Avenue

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

General Comments:

- Improve landscape selections. Brick not EIFS appreciated.
- Poor landscape plan hurts architecture.