

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 12, 2008
TITLE: 4302 East Washington Avenue – Remodel Existing One-Story Commercial Building in Urban Design District No. 5. 17 th Ald. Dist. (02778)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 12, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Marsha Rummel, Bonnie Cosgrove, Jay Ferm, Richard Slayton, Bruce Woods and Richard Wagner.

SUMMARY:

At its meeting of March 12, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a remodel to a one-story commercial building located at 4302 East Washington Avenue. Appearing on behalf of the project was Jerry Bourquin. Prior to the presentation Bourquin noted that a previous approval to demolish this building and replace it with a “Starbuck’s” drive-up facility has been scrapped in favor of the current project as proposed to preserve and reskin the existing structure where one of its tenants will be a “Starbuck’s” with drive-up facility. Bourquin presented and provided details on a façade renovation for the existing structure and corresponding site improvements. Following the presentation the Commission noted the following:

- Provide more context with the adjacent hotel.
- Wherever the 40/60 split occurs for individual tenant spaces; should be reflected on the outside of the building.
- Incorporate door on west end elevation.
- Parapet side view of the west elevation should be more transparent, not solid end cross section.

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 4 and 5.

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	4	5	-	-	-	3	5	4
	3	6	-	-	-	3	5	-
	-	-	-	-	-	-	-	5

General Comments:

- Parking lot needs study and more greenspace.
- Site plan currently adds to ped/bike/car traffic confusion.
- Circulation of vehicles needs to function. Be much improved vis-à-vis moving the curb cut. Needs more landscaping.
- Reuse of building and improvement of circulation on frontage road will help energize this intersection. Work with Traffic Engineering to improve access.