

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 21, 2011
TITLE: 733 South Gammon Road – Demolition and New Construction of a Retail/Commercial Building in UDD No. 2. 1 <sup>st</sup> Ald. Dist. (24586)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: December 21, 2011	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Melissa Huggins and Richard Slayton.

### **SUMMARY:**

At its meeting of December 21, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of demolition and new construction located at 733 South Gammon Road. Appearing on behalf of the project was John Bieno, representing TJK Design Build. The site is former drive-up bank next to Woodman’s gas station which has been empty for 3 to 4 years. They want to demolish the existing structure and put in a multi-tenant building with drive through. The building will be one story in height and features tower elements. It is a masonry building with three possible tenants anchored by tower element at 5300 square foot. The Commission questioned about shared parking with Woodman’s. Bieno noted that it will be looked into. The site features 27 stalls, more parking than minimally required by code. Bieno remarked that retail usually wants more parking.

The Commission requested that the applicant consider shared or reduced parking in addition to the following:

- Bump up entry pieces and signage areas and make windows taller.
- Apply the base wrap around the whole building and run brick down to base in recessed areas.
- Separate the façade into 3 different pieces to be more distinct.
- Look at lighter color brick as an option.
- In the south elevation is brick on brick with canted roof line is not well signified, needs a back drop on the south side, not as well balanced.
- The east elevation the end façade may be able to be more successfully as a corner facade more of a storefront, more visually anchored, market that corner.
- On the grading plan, may want to look at a raised walk for pedestrians and bus stop, etc. Look at elevations in terms of the canopy.
- There will be more questions about design elements of the architecture when the developer comes back; provide more details.
- Work in the neighborhood of 1 stall to 300 square feet or reduce parking stalls and bank them and revisit in 3 to 4 years or come back with porous pavement on site and onsite retention.

**ACTION:**

On a motion by Barnett, seconded by Huggins, the Urban Design Commission **GRANTED INITIAL APPROVAL** pending staff comments. The motion was passed on a vote of (5-0). The motion required that the applicant look at shared parking, parking at a 1 stall for 300 square foot ration or reduce initially and bank stalls and revisit in 3 to 4 years or significant porous pavement and on-site drainage, address of Planning staff's comments and concerns and more development of the building consists with comments 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: 733 South Gammon Road**

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

General Comments:

- 1/300 parking ratio preferred. Look at porous pavement options.