

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 24, 2007
TITLE: 2200 West Broadway – New Construction, Multiple Tenant Commercial/Retail Building in Urban Design District No. 1. 14 th Ald. Dist. (03433)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 24, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Lisa Geer, Michael Barrett, Bruce Woods, Lou Host-Jablonski, Cathleen Feland and Todd Barnett.

SUMMARY:

At its meeting of January 24, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of the construction of a multiple tenant building located at 2200 West Broadway. Appearing on behalf of the project was David Nelsen. Nelsen provided a summary of the revisions to the plans as follows:

- Surface parking has been reduced, in addition to the width of the westerly drive aisle.
- As a modified approach to address the requirement to consider true divided window lights in the dormers or other window details, divided window lights have been removed from the dormers and replaced with double casement windows as well as all windows at grade level.

Following the presentation, the Commission noted that the revisions to the project following each of its consideration by the Commission in the past has resulted in a much better development especially site layout. It was also noted that glass should be provided in doors on the Broadway side of the building at minimum half light in line with its brick base.

ACTION:

On a motion by Geer, seconded by Barrett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required the addition of glass in doors according to the comments, along with approval of the ground sign as proposed with the applicant to coordinate approval of potential wall signage package consistent with the requirements of Urban Design District No. 1 and the Street Graphics Ordinance.

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, 5, 6, 6, 6.5, 6.75 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2200 West Broadway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7.5	5.5	-	7.5	-	-	6.5	6.75
	6	6	6	-	6	6	6	6
	7	5	6	6	6	7	6	6
	7	6	6	6	6	7	7	6.5
	7	6	7	7	-	7	7	7
	6	5	5	5	-	5	5	5
	6	5	5	6	6	5	4	5

General Comments:

- We've seen real, positive progress on this project's site layout. Kudos.
- Nice to see this project come back in a good form.
- This has come a long way. Congrats.
- Like the center open space between buildings and the new layout is more safer for backing.
- Project has developed nicely, especially site improvement.
- Vast improvement! The rearrangement of parking provides better street and building relationships and more greenspace.