

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 19, 2006
TITLE: 1713/1717 Eagan Road – Planned Commercial Site (Retail Development). 17 th Ald. Dist. (02901)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 19, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of April 19, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Planned Commercial Site (retail development) located at 1713/1717 Eagan Road. Appearing on behalf of the project were John Bieno and Mary Klosterman. Bieno, the architect, and staff noted that there have been considerable discussion regarding the necessary modifications to the “Animart” portion of the building has previously requested by the Commission. In presenting the revised elevations Bieno noted the following:

- The previous design of the building provided that its massing was too small with an emphasis on the proposed sign band, it was modified to increase its massing and tie back architectural elements to other features on the remainder of the façade to read as a two-story space with larger windows emphasizing detailing with larger, more fenestrated windows, with more emphasis on the horizontal line and banding on the remainder of the building’s façade in downsizing of the sign band.

Following the presentation, the Commission noted the following:

- Keep horizontal band along with all masonry the same color across the entire façade.
- Provide bike rack at north end as well as distribute bicycle parking across the façade of the building utilizing a hitch post-style rack.
- The light, middle and top of the Animart façade is fighting against the features of the two adjacent spaces of the facade; need a medium color to resolve along with utilizing masonry over EIFS and adding some base and treatment on adjacent tenant bookends.

ACTION:

On a motion by Woods, seconded by March, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0-1) with Host-Jablonski voting no. The motion provided that the Animart and the adjacent facades be modified to reflect the following as well as to be approved:

- The center horizontal band should be masonry. Provide masonry on top and integrate with the same color as the masonry of the lower portion of the building except for the sign backdrop. The base treatment on the right tenant space façade shall be carried over to the left tenant space façade.
- Relocate some bike parking to provide opportunities on the north end of the building as well as an attempt to integrate across the façade of the retail center.

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, 4.5, 5, 6, 6, 6, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1713/1717 Eagan Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	6	6	6	5	6	6
	4	5	4	-	-	4	3	4
	-	6	-	-	-	-	6	6
	-	-	-	-	-	-	-	4.5
	5	6	6	6	7	6	7	6
	6	6	6	5	-	6	6	6
	6	5	5	-	-	5	5	5
	-	6	-	-	-	-	6	6
	-	6	-	-	-	-	6	6

General Comments:

- Positive change to the building façade.
- Design – which is really a single Animart store – is oddly trying to look like three mismatched buildings.
- Much improved-continuous masonry would be even better.
- Entry elevation is still weak.
- Difficult disjointed design – improved since last presentation.
- Like the horizontal gray band at mid-level, begins to unify building. The awning across the entry is a real positive.
- Continue architecture refinements per our comments.