

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 30, 2008
TITLE: 89 East Towne Mall – New Building Addition to a Planned Commercial Site for Buffalo Wild Wings. 17 th Ald. Dist. (08547)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 30, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Richard Wagner, John Harrington and Jay Ferm.

SUMMARY:

At its meeting of January 30, 2008, the Urban Design Commission **REFERRED** consideration of a new building addition to a Planned Commercial Site located at 89 East Towne Mall. Appearing on behalf of the project were Russ Kowalski, Tammy Rozek, Eric Griffith and Monty M. Daniel, all representing CBL Properties; and Ald. Joe Clausius, District 17. Prior to the presentation staff was requested by Rummel to give an overview on issues relevant to the project as submitted where staff noted the following:

- Relative to the submission of a required Plan Commission application for the conditional use for an addition to the existing Planned Commercial Site development, there were no previous contact with staff regarding the project, in addition to the lack of a preapplication conference.
- The original submission for Urban Design Commission consideration of the project also was lacking in communications from the applicant with staff, in addition to problems with the completeness of the application.
- Recent communications with Ald. Joe Clausius (this morning) noted the applicant's misinformation on previous contacts and support by staff for the project.
- Following the review of the project (January 9, 2008) staff met with the project's local architect Russ Kowalski to request a meeting to provide for discussion of issues on the project at both the Urban Design Commission and Plan Commission levels involving appropriate staff prior to resubmission of the project with no follow through by the applicant.
- Upon the submission of an application for this agenda, it was noted by Kowalski relevant to this issue that the applicant would take a pass on the request for the necessity for a discussion on issues.
- Previous issues with the design of the building featuring a nonintegrated 2-story billboard like element appeared to be not addressed as stated within the report of the Urban Design Commission dated January 9, 2008.

Following staff summary Kowalski noted modifications to the plans as previously submitted emphasizing the following:

- Benches in front of the main entry.

- The addition of 3 tree islands in the parking area based on a 31% of restaurant capacity.
- It was noted that the 2-story tower element was intended to act as an identifying element where modifications featured the addition of a row of skylights to let light into its interior.

Following the presentation staff noted issues with the lack of integration of the 2-story sign element, as well as conflicts with the Street Graphics Ordinance in regards to it being one of two signable areas oriented toward the north elevation, in addition to issues with other graphics on the proposed elevation. Following the presentation the Commission noted the following:

- There is an inconsistency between the details of the rendered elevations within the application packet and those presented and displayed.
- The landscape plan needs to be redone, it is not readable, the graphics are not readable.
- There is an issue with the use of honey locust and juniper in the parking area which have salt tolerant issues.
- Concern with the obelisk billboard like signage.
- Although the obelisk identifies the entry, the obelisk needs to be better integrated architecturally in the plan. It appears forced and applied and tacked on. It is two stories in height but not two levels, could be a mezzanine with seating space; looks like a billboard.
- Signage in the application packet is not consistent with those in the presentation documents.
- The obelisk tower could be ½ the height above the roof and could be scaled down with signage scaled down; currently out of scale with the rest of the mall.
- The minor tower elements should match that of the mall tower elements.
- Issue with the different versions of the project within the packet versus the presentation.
- As part of the discussion on the project Ald. Joe Clausius spoke in support of the concept of Buffalo Wings but felt that modifications were necessary to address the Commission's concerns.

ACTION:

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (8-0). The motion required the address of the above stated comments and that the applicant should meet with both Planning, Urban Design and other City staff to discuss issues with the development of the project.

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

URBAN DESIGN COMMISSION PROJECT RATING FOR: 89 East Towne Mall

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	4
	-	6	4	-	5	-	5	5
	5	5	2	-	4	-	5	5
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	4
	5	6	3	4	4	5	5	5
	4	5	2	-	5	-	6	4.5
	1	6	-	6	5	-	2	5

General Comments:

- Minor changes to overall height.
- Please be consistent in materials submitted for review.
- Applicant really does not get to pull out a new proposal to present 30 seconds before the vote. Unacceptable.
- Tower element appears to be an excuse for billboard.
- Landscape plans must be readable. I simply see a hodge-podge of plants.
- Signature yellow obelisk is a good idea but needs to be scaled back to be better balanced with rest of mall.