

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** April 25, 2018

TITLE: 2430 Frazier Avenue – New Development **REFERRED:**
of a “Starion Bank” Located in UDD No.

1. 14th Ald. Dist. (51097) **REREFERRED:**

REPORTED BACK:

AUTHOR: Kevin Firchow, Acting Secretary **ADOPTED:** **POF:**

DATED: April 25, 2018 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Michael Rosenblum, Tom DeChant, Cliff Goodhart, Amanda Hall, Rafeeq Asad, John Harrington, Dawn O’Kroley and Christian Harper.

SUMMARY:

At its meeting of April 25, 2018, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new development of a “Starion Bank” located at 2430 Frazier Avenue. Registered in support of the project was Bob Feller, representing Starion Bank.

Feller gave an overview of the project, noting that siting the building was a challenge. They are looking to rezone the property from TR-V1 to CC-T. The building is a two-story structure with a stone base with brick accents for verticality, Nichiha (cement board) panel, and aluminum storefront with windows surrounding the internal stairs. There are currently two driveway entrances to the site; they are looking at closing both in exchange for a new entry point 60-feet off the west property line. Pedestrian connections are a bit of a challenge.

Comments and questions from the Commission were as follows:

- In terms of zoning and the City, is the direction going commercial on this parcel?
 - (Firchow) It is. It’s rezoned back and forth between commercial and residential over the years. Staff doesn’t have concerns about this going to a commercial zoning district. The rest of Frazier would stay residential.
- You have three colors of the panels, brick and stone. I think there’s way too many finishes for this tiny building that don’t seem to have much purpose. It’s really chaotic, and I would encourage you to simplify that a lot. I’m not opposed to the actual materials themselves.
- I echo that, especially the inconsistent window pattern.
- That stone work on the base really makes me think this building and this business is here to stay. It’s anchored in place, I really like that. I would even it up certainly, and if you have to simplify I would keep the stone and get rid of the brick.
- How does the setback compare to the residential setbacks?

- We originally had it closer to the street, but Engineering wanted to make sure we had a proper queuing space for the vehicles. I don't have those exact measurements, I would say it's within 10-feet. We may have to put a fence on that edge.
- There's a BMO on Fish Hatchery that has their drive-thru at the back of the building. That allows for a one-way around the building that also reduces the amount of asphalt. This seems like a massive amount of asphalt on the site.
- Did you look at the top of the site, that being exit only and only having your parking on the left? There's just so much pavement on this site being right next to a park and a residence.
 - We did check it against the ordinance and we are below the required impervious for the site. We know there's a potential for off-street parking and whether it will remain.
- Your bike parking needs to be closer to the entry.
- If you do keep stalls on the back of the building, look at those as one-way angled parking. Anything to get rid of some pavement.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.