

## AGENDA # 7

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> August 13, 2008
TITLE: 2702 East Washington Avenue - New Construction of a Gas Station/Convenience Store in Urban Design District No. 5. 15th Ald. Dist. (10250)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William A. Fruhling, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: August 13, 2008	<b>ID NUMBER:</b>

---

Members present were: Lou Host-Jablonski, Chair; Jay Ferm, Todd Barnett, Richard Slayton, Bruce Woods, Ald. Marsha Rummel, John Harrington and Ron Luskin.

### **SUMMARY:**

At its meeting of August 13, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** for the construction of a new gas station/convenience store located at 2702 East Washington Avenue, in Urban Design District No. 5. Appearing on behalf of the project was John Sutton, who gave an overview of the project and changes since the last meeting, including: replacing the walk-up window with a door, removing the side door, enhancing the landscaping, among others. He stated that there is proposed to be signage on the street side face of the canopy, and on the building between the first and second stories. An existing freestanding sign will be removed and replaced with a reader board sign. Sutton also noted that the lighting under the canopy will not change. The Commission discussed the perpendicular parking spaces and options for improving their function and adding landscaping.

### **ACTION:**

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL** for the construction of a new gas station/convenience store located at 2702 East Washington Avenue, in Urban Design District No. 5, subject to the following conditions:

1. Staff approval of a small canopy over the door and window, instead of two canvas awnings.
2. Staff approval of centering the two parallel parking spaces along the sidewalk, adding greenspace on both sides of these spaces, adding greenspace along the edge of the western driveway, and including at least one shade tree in that area to discourage traffic cutting across to Kedzie Street.
3. Staff approval of lighting levels under the canopy with a maximum of 20 footcandles.
4. All signage must be approved by the Urban Design Commission.

The motion passed on a vote of (8-0).

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, 6, 6, 6, 6, 6.5 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2702 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	6	6	-	-	6	5	6
	5	6	5	-	-	-	5	5
	6	6	6	-	5	5	6	6
	6	7	7	-	-	6	5	7
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	6.5

General Comments:

- Nice prairie-style complement to recent East Washington upgrades, especially the bike bridge at Marquette.
- Much improved.
- A nice, little project for a gas station. With the considerable amount of pedestrian trade, maximize the pedestrian access.
- Attractive gas station, huge improvement to existing conditions.