

## AGENDA # 8

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 7, 2011
TITLE: 1601-1739 Thierer Road – Development of a New Outpad Site in an Existing Planned Commercial Site. 17 <sup>th</sup> Ald. Dist. (08441)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: December 7, 2011	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Marsha Rummel, Dawn O’Kroley, Todd Barnett, Richard Slayton, and John Harrington.

### **SUMMARY:**

At its meeting of December 7, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for development of a new outpad site located at 1601-1739 Thierer Road. Appearing on behalf of the project was John Brigham, representing Robert Brigham and Theodore Holen. John Brigham presented information for development of an outpad site at East Point Plaza. Existing architecture was shown, with more industrial touches added. They are seeking to build a smaller building in the parking field to tie in the architecture with Erik’s Bikes outpad building.

Comments and questions from the Commission were as follows:

- Looking at the tail end, you’re emulating that, it looks nice. The wing wall is nice, that effort. My only thought of what to study is how people enter the building and how the street side doesn’t necessarily become the back side. How to address the street with an entry.
- Positioning of the building – why is it located 30-feet or so off the sidewalk as opposed to closer.
  - Erik’s has a pedestrian area. The proposed use is a hair salon.
- I do like that free-standing column but make it do something. That might be a way to become a gateway if you had it on the other side.
- There might be a way to do something that’s a complement with the Erik’s outdoor space to make a nicer gateway building.
- Good no EIFS to the ground but architecturally should study overhangs that are thinner, not top heavy.
- Study using side entry as main entrance and engage street with large scale architectural element visible from street.
- Add vegetation at building and at drive.

### **ACTION:**

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

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 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1601-1739 Thierer Road**

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

General Comments:

- Relate to Erik's, especially entry.