

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 22, 2006
TITLE: 1713/1717 Eagan Road – Planned Commercial Site (Retail Development). 17 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 22, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lisa Geer, Lou Host-Jablonski, Cathleen Feland, Jack Williams, Robert March and Ald. Noel Radomski.

SUMMARY:

At its meeting of March 22, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of the final site plan only for a Planned Commercial Development (retail development) located at 1713/1717 Eagan Road. Appearing on behalf of the project were John Bieno, architect and Jim Metz. The modified plans as presented featured the following in response to the Commission's previous comments:

- In response to concerns relevant to the single plain look of a portion of the façade on the east elevation concrete masonry block has been extended above a proposed projecting canopy, along with the incorporation of a horizontal band above upper clearstory windows and vertically oriented EIFS columns were added to resolve the issue and concerns about potentially large oversized signable areas.
- A request to consider alternative access through the adjacent quick lube site could not be provided due to the property owner's unwillingness.
- Previously proposed use of spandrel glass on portions of the east elevation were eliminated in favor of the use of vision glass.
- The Animart portion of the east façade has been redone to incorporate concrete masonry block on portions of the lower elevation, with portions of the upper elevation treated with a concrete masonry block and small clearstory windows to eliminate the potential for dual signable areas on that portion of the façade.
- Additional landscaping and trees have been provided around the detention area adjacent to Lien Road, as well as along the property's Lien Road frontage.

Following the presentation, the Commission expressed concerns on the following:

- The "Animart" portion of the building of the east elevation is still a problem; doesn't carry over the elements and architectural treatment of the various other façade treatments.
- The punched small window openings on the upper portion of the "Animart" façade are not quite balanced with the remainder of the east elevation's façade treatment.

- The “Animart” entry treatment and overall façade does not provide for the repetition of the roofline treatment and similar palette use of colors and materials as the remainder of the east elevation including the roofline treatment.
- The proportions of how the east elevation is put together in regards to the “Animart” portion of the building appear off. “Animart’s” stucco element and architecture’s extreme simplicity an issue when compared with the rest of the building.

ACTION:

On a motion by Geer, seconded by Williams, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-2) with March and Host-Jablonski voting no. The motion provided for final approval of the site plan only with the building elevations and façade of the “Animart” portion of the building to return for further consideration to resolve the above stated concerns.

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, 5, 6, 6, 6 and 7.

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	7	6	-	6	6	6
	6	6	7	6	-	6	6	6
	6	5	6	6	-	-	5	6
	6	5	-	-	-	-	-	5
	6	5	6	5	-	5	5	5
	5	6	7	7	-	6	6	-
	6	7	8	8	-	7	7	7

General Comments:

- Animart center sections needs to be redesigned to relate to adjacent building sections.
- Animart entrance contrasts too much with the remainder of the building. Rework that façade area to unify the façade.
- Entry is not visible or welcoming mostly due to the somewhat unresolved architecture in this part of the building.
- Needs resolution of Animart entrance.
- Needs more work.