

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 9, 2011

TITLE: 4120-4208 East Washington Avenue
(Frontage Road) – Conditional Use Permit
for a Commercial/Retail Center that
Includes a Drive-Thru, an Outdoor Eating
Area and a Demolition in UDD No. 5. 17th
Ald. Dist. (21199)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: February 9, 2011

ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington and Henry Lufler, Jr.

SUMMARY:

At its meeting of February 9, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a conditional use permit for a commercial/retail center including a drive-thru, an outdoor eating area and a demolition in UDD No. 5 located at 4120-4208 East Washington Avenue (frontage road). Appearing on behalf of the project was Jerry Bourquin, representing Dimension IV-Madison, the project architect. The applicant is looking to redo the “Tumbleweeds” site by taking advantage of the three existing curb cuts. This will give them a chance to break up the large expanse of parking and add landscaping. Bicycle parking and outdoor eating areas are being planned for. Masonry material will be used on the ends of the building in combination with brick and some cultured stone for accent. Comments by the Commission were as follows:

- I think it’s great the buildings are at the front of the lot.
- The patios adjacent to the drive-thru doesn’t seem like the most comfortable spot.
- Maybe the two buildings are more similar, it feels like a larger complex. I don’t know if it would give you more strength to read as one facility.
- Clear stories are tough by I appreciate that you’re trying to get some volume.
- I’d like to see the landscaping strengthened quite a bit. I would recommend trees in the back and put them close to the trash enclosures. The small trees in your parking lot are right where people open their car doors.
- You need much more diversity in the landscaping plan.
- I would highly encourage you to not use stone mulch; they have more problems than they’re worth. Shredded bark would be better for the whole area, and recommend a steel edging.
- Think about putting ground cover in your lawn areas for less maintenance.
- You could create a stronger street frontage with trees. Work with the Streets Department on that.
- The elevations don’t accurately portray what’s going on on the interior of the building. We would be very interested in knowing what that relationship is.

- I'm not getting that you've got a real clear vision of what these buildings will be. Is it two buildings or a collection of 5-6 storefronts that have accumulated over time?
 - Our tenants are going to be smaller ones. We're trying to design it more towards an individual mix of storefronts.

I think that idea has been handled fairly successfully around town. The good ones really pop out.

Usually they work because each storefront is handled in its own design. What tends to tie things together are a uniform roof height, uniform cornice height; the detail and material might be a little different.

- People may try to park in your loading space when the lot is full.
- Your planting plan is incredibly detailed for where you are. I would make your beds more urban feeling.
- If no one is entering off of East Washington Avenue, take off that first storefront off the ground. Start your sill height higher and run those windows from 3-feet to 12-feet.

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 rating for this project is 5.

