

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** January 2, 2019

TITLE: 674-796 S. Whitney Way – Façade  
Alteration and Site Improvements to  
Whitney Square Shopping Center Located  
in UDD No. 3. 19<sup>th</sup> Ald. Dist. (53554)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

DATED: January 2, 2019

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Cliff Goodhart, Jessica Klehr, Rafeeq Asad, Tom DeChant and Craig Weisensel.

### **SUMMARY:**

At its meeting of January 2, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of façade alteration and site improvements to Whitney Square located at 674-796 S. Whitney Way in UDD No. 3. Registered in support of the project were Brad Koning and Steve Doran. The team walked through the specifics of what changed, noting that the project was made better with the UDC's comments. Exterior improvements include complete new landscaping, asphalt and tree islands, more planters have been added to the retail spaces, a rework of the loading dock areas to include an at grade area in the rear of the building for future tenants, and the inclusion of individual trash enclosures to clean up the Odana Road façade. The parking lot will be completely repaved. The landscape plan shows a realignment of plantings, the addition of trees in the tree islands, and additional plantings along Odana Road for a patio area. Potted plants, trees and benches will be placed in areas between canopies. Building materials include smooth precast stone (12 x 24) and Nichiha panel in Mocha. They are raising the parapet slightly and will screen mechanicals. Fence materials were reviewed and the existing guardrail will be cleaned up.

The Commission discussed the following:

- Is it possible to do a table crosswalk where you will have people coming into the patio area from Odana Road?
  - Initially we thought it would be striped.
- I would highly suggest some way to treat that so it's a little more evident that it's a pedestrian crossing. Same suggestion for the concrete on the sidewalks.
- I see you requested a waiver on some of the landscape elements.
  - One of the biggest struggles was with Office Depot because their lease doesn't allow me to do anything without their consent. The waiver would be for foundation plantings because we don't have an opportunity to do otherwise.
- I like the additions, it's going to be a much nicer looking parking lot. I suggest having your landscape architect review and reconsider the Japanese barberries, they're being phased out due to problems with

their invasive nature. The ornamental pears too I see come before us frequently; that's a problematic tree with lots of alternatives available. The perennials, look for some that blooms earlier in the season rather than all at the end of the summer. Otherwise it's a nice variety and looks good.

- If the rectangles are just a way to break things up on that wall, there are much better ways to do that. It looks like you ran out of brown materials.
  - It could be a future sign band for a tenant.
- You have it at the back of house too, is it purposeful? If it's for signage you don't need it, your sign will speak for itself.
  - That part of the building we want to put the Nichiha panel on and typically I put these bands where tenants will be, and when they come and go they remove signs and drill into the panels. It's future signage.
- That makes sense but it doesn't work well. The fact that you're framing it without knowing if or when...just make the top of a whole different material.
- Maybe if it's more of a design element that follows around the corner. That gives you more flexibility.
- Is there a way to incorporate built-in planters in addition to the moveable planters? You have so many of them it starts to look like a garden center. Something that might incorporate more of the architecture.
  - We stayed away from those just because of durability of plant materials. We can look at it.
- The correct soil is really important, and select plants one zone hardier than what we get here.
- The red on the Office Depot, what's the reasoning on the far right to have the red trim? It seems like an outlier there, all the other stuff looks more modern and sleek. It looks a little disconnected to me.
  - Part of it is to break it up and attract a certain group of retailers.
- If you wanted to be consistent all of them being clean boxes would give you more cohesiveness.
- I still have concern about these protruding boxes, and maybe with Office Depot you don't have a choice. This one seems a lot more successful because it doesn't have these gigantic columns that block views to the entrance and windows, and it's not so abrupt.
  - We want to break it up and give each tenant an identity.
- It's nice that you stepped it off the building but the boxes look stuck on. The one on the left is more integrated with the wall. I'm concerned about these big huge box things and a lot of blank wall. If you absolutely have to have these pasted on boxes, the spaces in between should be developed further with landscaping. Put some small trees in there in between these protrusions then we start to create a little bit of an edge.

### **ACTION:**

On a motion by Braun-Oddo, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion was approved with the following conditions:

- The applicant shall add built-in planters in between the entry canopies on the large building.
- Adjust the white rectangles on the smaller building to appear more as banding as they wrap around the building's backside.