

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 24, 2006
TITLE: 1701 Thierer Road – New Construction, Retail Exceeding 50,000 Square Feet. 17 <sup>th</sup> Ald. Dist. (03206)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 24, 2006	<b>ID NUMBER:</b>

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

### **SUMMARY:**

At its meeting of May 24, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction, retail exceeding 50,000 square feet located at 1701 Thierer Road.

Appearing on behalf of the project were John Bieno, architect, and John Brigham, ownership representation. In response to the Commission's previous review of the project:

- Landscape worksheet had been provided in conjunction with a modified landscape plan to bring all surface parking areas on the site up to code in regards to accessibility, landscaping and lighting.
- Building elevation details were provided emphasizing the introduction of combination sun / shade canopies over bays of windows on all elevations including its use of the entry feature accent on the north and east elevations to the primary tenant space in addition to identifying potential signable areas for future tenancies.
- Details of the building's west elevation emphasize the addition of a window as requested by the Plan Commission.

Following the presentation, the Commission noted its concern with the use of an EIFS application down to ground level on all elevations of the building and the need to provide for a hard surface at the base.

### **ACTION:**

On a motion by Barnett, seconded by Host-Jablonski, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion required:

- Addition of a block base up the sill height of windows on all elevations.
- All building signage is explicitly to come back to the UDC for formal approval.
- Add more tree elements in front of the existing center at a total of four with two tree islands in front of each existing building.

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, 6.5, 6.5, 7, 7, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1701 Thierer Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	6	6	-	-	6	7	6.5
	6	5	6	-	-	5	6	6
	-	7.5	7.5	-	-	-	8	8
	6	7	6	7	-	6	7	7
	8	7	7	7	-	7	8	7
	7	7	6	6	-	6	6	7
	-	-	-	-	-	-	-	6.5
	7	8	6	6	-	7	7	7

General Comments:

- Besides the additional tree islands and quality architecture, the best thing about this project is that it infills a field of parking.
- Need hard material on walls at base of EIFS.
- Very nice urbanist retrofit of an otherwise ugly strip mall.
- Other than adding a hard surface at wall base (EIFS).
- Add more parking lot islands along strips adjacent to building with landscape, 4 total.