

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 5, 2016

TITLE: 89 East Towne Mall – Major Alteration to a Conditional Use for a Proposed FLIX Brewhouse Facility Located at East Towne Mall. 17<sup>th</sup> Ald. Dist. (43719)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Jessica Vaughn, Acting Secretary

ADOPTED:

POF:

DATED: October 5, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Cliff Goodhart, Lois Braun-Oddo, John Harrington, Rafeeq Asad and Sheri Carter.

**SUMMARY:**

At its meeting of October 5, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL**

Appearing on behalf of the project were Justin Frahm, representing JSD Professional Services, Inc.; Justin Long, Mark Wynnemer, representing CBL Properties; Tammy Rozek, Mary Beth Growney Selene and Bill White, representing CBL Properties.

The Acting Secretary noted that the applicant was seeking initial/final approval; however their packet materials did not include an existing landscape plan. There is currently landscaping in the existing parking lot islands. Metal panel in yellow, which is the FLIX signature color, will be applied, along with aluminum dark metal panel and brick. A neighborhood meeting was held with favorable reception. The signage shown is not part of this approval. Growney Selene noted that their goal is to make all of the signage code-compliant. The initial site plan for the landscaping states that the existing landscaping will be preserved; all of the existing landscaping in those islands will be removed and replaced with new.

Comments and questions from the Commission were as follows:

- On the southwest side, those species are not going to work. I might suggest a different species for those.
- In the parking lots you need more shade trees. Serviceberries are not parking lot trees.
- We really don't want to be creating mulch beds, increase the landscaping in those beds.
- Replace the Day Lilies with more statement pieces. Look at taller perennials and grasses.
- I'd like to see some larger trees on the south side of the patio.
- The trees should be about 25-feet apart.
- I would ask you not to have white on top of the entrance. The banding is OK. That way you don't have to worry about maintaining it either.

**ACTION:**

On a motion by Harrington, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0). The motion provided for the following:

- Increase the overall amount of landscaping in mulch beds.
- Increase the number of trees along the building front (decrease spacing) and within the parking lot.
- Replace the Day Lilies with a statement piece, Russian Sage, ornamental grasses or a taller perennial.
- The landscape plan shall return to staff for an administrative final review and approval.