

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 24, 2006
TITLE: 5702 Raymond Road – New “Walgreen’s” Building and Remodeling of an Existing Retail Center Exceeding 50,000 Square Feet. 20 th Ald. Dist. (03311)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 24, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of May 24, 2006, the Urban Design Commission **REFERRED** consideration of a new “Walgreen’s” building located at 5702 Raymond Road.

Appearing on behalf of the project was Tammy Mauer. The modified plans, as presented, featured the following:

- The Commission’s request to eliminate the use of spandrel panels to replace with vision glass to the ground on both the south and east elevations of the Walgreen’s addition was not accommodated; spandrel panels were eliminated with the incorporation of stone with manufactured limestone.
- The request that the entry feature be a true two-story space was not addressed due to the limited size of the vestibule behind the entry in combination with the configuration of the tower element.
- Dumpster enclosures along the rear elevation have been provided consisting of painted steel columns with treated wood panels.
- More lighting had been added to the rear of the building as requested by the neighbors with issues as to the need for additional landscaping and screening unaddressed.
- Additional landscape islands had been added to the surface parking area in front of the existing center as requested.

Following the presentation, staff noted to the Commission a requirement as part of the recent Plan Commission approval of the project as provided in an excerpt from the Planning staff report dated May 9, 2006. The Plan Commission’s approval of the project eliminated the proposal to provide for a ground sign for Walgreen’s still maintained within the UDC’s packet, as well as the need to provide for additional screening at the rear of the building adjacent to Russett Road not addressed by the application.

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

- An issue of creating an image of a clearstory on the upper elevations of the renovated center; should use a solid contrasting material instead of spandrel and not create a false clearstory element.

- Need to provide shade trees within all islands within the surface parking lot.
- The issue relevant to neighborhood concerns relative to landscaping and lighting needs more information on existing conditions in order to resolve and address.
- Need more bike parking in front of the existing retail center as well as Walgreen's.
- Agree on the clearstory issue, clearstory only appropriate if windows open to sidewalk below colonnade/portico.
- The sign at the corner; in light of the Plan Commission's non-approval.
- The fact that every other tenant space within the existing center has windows that go to the ground; where Walgreen's shelving plan can't be changed is not sufficient to support the window treatment as proposed. Relevant to the window issue, the request for consideration of windows with clear vision glass to the ground is maintained.
- Remove Buckthorn hedge at rear and replace with a hedge at less than five feet in height. The landscape plan needs to be balanced to provide more landscaping on the Walgreen's portion of the site.

ACTION:

On a motion by Barrett, seconded by Host-Jablonski, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (7-0). The motion to refer required the address of the above and the following:

- Provide for the replacement of the Buckthorn hedge at the rear with a variety of less than five feet in addition to providing for more information relevant to lighting and landscaping issues at the rear of the buildings in order to provide address of the overall lighting and landscaping issues within this area.
- Install trees in islands along the run of parking stalls along the street at an interval of 15 stalls.
- Work out with staff to fix the ground sign and move to a safer spot, to be a smaller five feet in height, multi-tenant sign in another location.
- All windows on the east and south facades of Walgreen's shall feature vision glass within three feet of the ground level.

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, 5, 5.5, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5702 Raymond Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	5	5	5	-	1	6	6	5
	7	6	6	6	4	6	6	6
	5	5	5	8	4	4	3	5
	-	-	-	-	-	-	-	5
	5	6	5	6	3	6	6	5.5

General Comments:

- Overall project is a great enhancement to the building.
- Gigantic wall, er, I mean sign, at the corner in the vision triangle has got to go. Walgreen’s needs to have windows down at eye level.
- Windows – real and bigger, please. Improve landscaping along north side (different size shrubs) while maintaining your good lighting plan.
- No false clear stories.
- Fix the sign per staff recommendation. Windows need to be fully viewable down to waist height. Light levels and types are excellent, as are the bike racks.
- Walgreen’s must have windows to see out/in; no sign at corner.
- Add shade trees in the interior parking lot islands. Remove overgrown buckthorn hedge along Russett Road; replant with shrubs that mature lower than 5’. Redistribute trees evenly throughout the site evenly.