

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** February 8, 2006

TITLE: 2801 University Avenue – Demolition and **REFERRED:**
New Construction in Urban Design District **REREFERRED:**
No. 6. 11th Ald. Dist. **REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: February 8, 2006 **ID NUMBER:**

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

SUMMARY:

At its meeting of February 8, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on the demolition of an existing service station building and construction of a structure on property located at 2801 University Avenue in Urban Design District No. 6. Appearing on behalf of the project was Casey Loucher. The plans as presented provide for the demolition of the existing cashier's building with limited food services for the existing "U-Pump" station. The facility has been closed for several months in order to replace problematic fuel tanks. The existing 10' x 20' structure will be replaced with a 30' x 16'-9" wide brick base and upper EIFS façade. The overlying existing canopy will be raised from its current height to provide for a 13'-6" underlying clearance. Staff noted to the Commission that this item would be scheduled for formal consideration at its next meeting as a public hearing. Loucher noted to the Commission that all the existing vending machines located at the front of the structure would be removed, with the existing ground sign to remain. Following the presentation, the Commission expressed concerns on the following:

- Further consideration of the project requires that the applicant provide more contextual information on the area as a whole to include air photos and information on adjacent properties.
- The photometric plan requires modification to eliminate hotspots under the canopy.
- The brick at the base on the front elevation should turn the corner (outside) onto the side elevations; especially the street side end elevation.
- Consider the use of metal banding material on the upper elevation; the elevation as proposed is bland.
- Provide additional landscaping on the site and reduce the amount of paving.
- Consider creating a patio/picnic area.
- Need to wrap around brick on the end elevations.
- Do something creative with materials and colors on the structure.
- Integrate dumpster into the building; to increase the architectural treatment.
- Add landscaping along the westerly lot line.
- Cut out asphalt to create more areas for landscape shrubs along the westerly lot line, in front of the fence along the south lot line, as well as provide for salt tolerant shrubs.

- Enhance size of landscaping area off of the southeasterly corner adjacent to the site's Franklin Avenue frontage adjacent to the bike rack.
- The bike rack is too far from the building; provide hitch post type racks in front of the building.

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 ratings for this project are 3, 4, 4, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2801 University Avenue

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

General Comments:

- Kind of disappointing that this site’s use is not getting intensified and densified.
- Nice to improve this facility – just need to do more than what was presented per our comments. Bring more site context info next time.
- Very dull, unimaginative building design on a site devoid of vegetation.
- Need to reconcile underground storage tanks before consideration.
- Plain brown box – investigate colors, materials, detailing. Wrap masonry around building.
- Substitute boxwood shrubs along fence with a deciduous shrub that can take salt and the weight of snow piled on top of them along the fence. Add strip of landscaping along fence.