

AGENDA # 10

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 7, 2007
TITLE: 3801 East Washington Avenue – Renovation and New Construction in Urban Design District No. 5, Grocery Store. 17 th Ald. Dist. (07849)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 7, 2007	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Marsha Rummel, Bonnie Cosgrove, Bruce Woods, Richard Slayton, John Harrington and Jay Ferm.

SUMMARY:

At its meeting of November 7, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction located at 3801 East Washington Avenue. Appearing on behalf of the project were Bree Cooper, Bob Johnson, Pete Hosch and Henry A. Gempeler, all representing Hy-Vee, Inc. The project provides for the redevelopment of the easterly 2/3 of the former “Kmart” site at 3801 East Washington Avenue into a “Hy-Vee” grocery store. The plans as presented provide for a redevelopment of the existing surface parking area at the front of the store, as well as a complete reskinning of the building on all four elevations. Following a presentation of the plans the Commission noted the following:

- The elevations as presented feature extensive daylighting at the front of the building. Maintain commitment to daylighting at front.
- Need to provide a rhythm to the other entries to the building beyond its main entry, a vocabulary.
- Tree islands should be provided at intervals of every 12-15 stalls, in addition for consideration for tree islands at double length.
- The bioswale proposed along Mendota Street should not appear as a slope.
- With further review of the project provide information as to what areas will draw into the bioswales.
- Look at landscaping to give more direction across lot, in addition to consideration of bioswales between parking lanes.
- Create a true aisle for walking to direct customers to the entrance (tree lined arcade).
- Encourage bringing up building architecturally with more design punch.
- Provide mechanisms to slow speed in the parking lot.
- Make plantings a directional key for customers that provides specific identifications of various areas of the parking lot based on plant type.
- Hop hornbeam is not salt tolerant; look at alternatives in addition to providing alternatives to the use of honey locust, along with the addition of more tree species beyond the seven proposed within the planting list.

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 is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3801 East Washington Avenue

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

General Comments:

- Consider an additional greenspace parallel to bays for additional bioinfiltration.
- Make parking lot a great experience.
- Need to take the architecture up a level. Otherwise, welcome!
- Grocery store is welcome reuse!