

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** February 27, 2008

**TITLE:** 89 East Towne Mall – New Building  
Addition to a Planned Commercial Site for  
Buffalo Wild Wings. 17<sup>th</sup> Ald. Dist.  
(08547)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** February 27, 2008

**ID NUMBER:**

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

**SUMMARY:**

At its meeting of February 27, 2008, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a new building addition located at 89 East Towne Mall. Appearing on behalf of the project Chris Olson, Att. Bill White, David Brown, Dave Glusick, Russ Kowalski and Tammy Rozek, all of CBL & Associates. Prior to the presentation staff noted that the area's Alderperson, Joe Clausius had provided an email to staff in support. Ald. Clausius was in agreement with staff on a preference for the building as designed for "Buffalo Wild Wings" as detailed in "Option #2." Staff noted its support for Option #2 as consistent with the Commission's previously stated concerns regarding the project from its meeting of January 30, 2008. Staff noted that the elevational features of Option #2 were in direct address of many of the Commission's concerns with an issue remaining with the yellow coloration of the entry tower consistent with the corporate identification for Buffalo Wild Wings, as well as the alternating black and white vertical column at its corner adjacent to its corporate logo. Staff noted that the yellow coloration of the tower as an element of the corporate identification for the restaurant was still problematic in extending the street graphic as an element of the building's architecture. Further discussion on this issue between staff, the Commission and the applicant rendered it to less of an issue because the wall graphic projected significantly from the face or façade of the tower to provide a physical separation between it and the yellow coloration of the tower's façade, as well as alternating black and white vertical column. A detailed review of the revised plans featured the following:

- The main tower element is shorter than that of the existing mall entrance and tower element of the Barnes & Noble structure. Based on input from reviewing City agencies, the scope and scale of the affected area to be improved as part of the addition to the mall has been enlarged to include provisions for a relocated bus stop, additional pedestrian pathways, as well as an increase in the amount of landscape tree islands, including a significant area of surface parking stall affected by the redevelopment proposal.

Following the presentation the Commission noted the following:

- Look at placing wheel stops at 16-feet on 18-foot long stalls adjacent to the bus stop area to provide for more landscape opportunities and allow for an increase in the 5-foot landscape buffer within this area.
- Provide a tree lined walkway between the bus stop area along the pedestrian pathway to the food court.
- Parking lot plantings around building are fine, but in parking lot needs to be more diverse, need a mix of canopy trees and understory species, including grasses.
- The plan details as presented versus those details contained within the application packet still do not match.
- Like the yellow accent at the entry tower as a means of identification of its function, but mourn the loss of the previously proposed canopy over the outdoor eating area.

**ACTION:**

On a motion by Ferm, seconded by Cosgrove, the Urban Design Commission **GRANTED INITIAL APPROVAL** (the second option as noted by staff). The motion was passed on a unanimous vote of (7-0). The motion required that the parking lot address the provisions for a landscape tree islands at an interval of 12-15 stalls, with the plan being adjusted to provide for address of the landscaping amenities as requested. Further consideration of the project requires consistency between the application packet and presentation documents.

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, 6, 6 and 6.5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 89 East Towne Mall**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	6.5
	5	6	5	-	-	5	5	5
	-	6	5	-	-	5	6	6
	6	6	4	-	6	5	5	5

General Comments:

- Bring back canopies...create a refuge.
- Much improved. Finally approvable.
- An improvement.
- Like the new placement for plant materials in the parking but the species diversity is poor – need tree canopy or landscaping along new bus stop and walk to identify it.
- Continued discrepancy between packet materials and presentation is unacceptable.