AGENDA # 10

City of Madison, Wisconsin

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

TITLE: 1713/1717 Eagan Road – Planned **REFERRED:**

Commercial Site (Retail Development). REREFERRED:

17th 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 a Planned Commercial Site (retail development) located at 1713/1717 Eagan Road. Appearing on behalf of the project was John Bieno, architect. The project provides for the demolition of the former NTB Tire building, along with the development of currently vacant unimproved lands within the greater East Towne, Planned Commercial Site area. Access to the site is provided off of East Towne's southwesterly perimeter off of Eagan Road through the private interior East Towne Mall road. It is proposed to develop a two-component building featuring 18,320 square feet at one level and 12,510 square feet in size. Although the site has frontage on Lien Road, there is no access due to plat and Traffic Engineering restrictions. A view of the site from both Lien and Eagan Roads is obstructed by an existing automobile service facility located on the intersection's northeasterly corner. The building as designed features a variation of one and two story components on its various elevations. Following the presentation, the Commission expressed concerns on the following:

- The building as located presents the bulk of its rear building face toward Lien Road; need to have rear elevation that relates to the view from the street right-of-way.
- Examine the addition of the light sources from inside of the building.
- Provide contextual information as to the relationship of the development site with existing adjacent development within the overall area. Provide more detail as to both on-site and off-site pedestrian linkages.
- Provide additional landscape screening along the southerly perimeter of the property adjacent to proposed surface parking.
- Attempt to incorporate unused surface parking owned by CBL/East Towne adjacent to the northerly perimeter of the site.
- Look at reoriented building to relate more to Lien Road.

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 4.5, 5, 5, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1713/1717 Eagan Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	-	-	-	-	-	-	5
	5	6	-	-	-	4	6	5
	4	5	-	-	-	5	4	4.5
	-	-	-	-	-	-	-	7
	7	7	-	-	-	7	7	7

General Comments:

- Need more info.
- Need to work out agreement with East Towne to either use existing parking for this project or get rid of the existing parking area this project should not proceed otherwise.
- Screen building with landscaping from the two roads.
- Will need much more site and landscape development. More attention is needed as it orients to Lien Road.