

## Heiser-Ertel, Lauren

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**Subject:** FW: UDC 2/23 presentation file

**From:** Steve Doran <[sdoran@galwaycompanies.com](mailto:sdoran@galwaycompanies.com)>

**Sent:** Tuesday, February 22, 2022 8:10 PM

**To:** Vaughn, Jessica L <[JV Vaughn@cityofmadison.com](mailto:JV Vaughn@cityofmadison.com)>

**Subject:** RE: UDC 2/23 presentation file

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Jessica: I have some conflicts tomorrow night I am trying to work around. Brad Koning for Sketchworks will be presenting on my behalf for both the Oakbridge remodel and Vintage Brewing remodel. Now that you are back in the hot seat I wanted to give you a few comments directly from me to consider and/or present just in case I cannot arrange things and speak tomorrow night. As you know; I usually like to speak at UDC because it gives commission members a chance to hear from me on why I am asking for the items that are so important to me.

We purchased this building about 8 years ago and since that time have been evaluating tenant sales and success. During that time we have had some tenants come and go and have dealt with re-tenanting a few spaces. There are a few things that have over resoundingly come up as issues for future replacement and existing tenants.

-Orange Brick. Looks antiquated and old. Makes the center look tired. In our previous UDC proposal we had proposed painting or staining the front and sides of the building but leaving the back. Since that time we have done an incredible amount of research into a stain that will not peel, chip or flake so that it looks original. This is a long term hold for me and I want to be sure we apply a product that is sustainable and will last. Through the help of Sketchworks we have found a high quality stain that change up the brick color and last the remaining useful life of the building. In addition, we are staining the whole building now (front, sides and back) for consistency vs leaving the back as is.

-Signage Bands/Signage. Currently the storefronts are built with residential type overhangs that block natural light into the stores and make the tenants storefront look very residential in nature. By peeling off the overhang and cutting back the roof we are able to provide these tenants with new storefronts that are clean, modernized and opened up. None of the existing tenants (that I know of) other than potentially Mens Warehouse or Walgreens are looking at putting up new signs and even if they did they would be subject to city ordinance. We are not looking for signage variances here as a result of the enlarged storefront/signage areas. Simply trying to mimic what I have done on several other new builds I have recently built that were approved by UDC (ie 333 Westfield, and 4702 E. Towne Blvd)

We have pushed Walgreens very hard to be part of this remodel and unfortunately per their lease we are not allowed to make any changes to their storefront without their approval. Ive been haggling with them on this design as well and this is what they have currently approved. I am concerned if I cannot get something close to this I'll have to go back to remodeling only the retail strip not the Walgreens portion. (if the city would even approve that) Trying to appease lots of different tenants with opinions that have control over me via their leases on this one!!!

I am unsure this matters but I am not receiving any additional rent from Walgreens or any of these tenants for doing this remodel. I am doing it because I feel it's the right thing to ensure this center remains a relevant retail center that can attract quality first class retailers for the neighborhood as well as the City of Madison.

Sorry for the long rambling email I just wanted to share my thoughts in case I am not able to rearrange my schedule and speak tomorrow night.

Thanks to you and all UDC members in advance for your time.



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**From:** Brad Koning <[bkoning@sketchworksarch.com](mailto:bkoning@sketchworksarch.com)>  
**Sent:** Thursday, February 17, 2022 5:19 PM  
**To:** Cleveland, Julie <[JCleveland@cityofmadison.com](mailto:JCleveland@cityofmadison.com)>; Vaughn, Jessica L <[JV Vaughn@cityofmadison.com](mailto:JV Vaughn@cityofmadison.com)>  
**Cc:** Steve Doran <[sdoran@galwaycompanies.com](mailto:sdoran@galwaycompanies.com)>  
**Subject:** RE: UDC 2/23 presentation file

Good afternoon Julie/Jessica.

Please accept this update to drawings and letter of intent for the Oakbridge Commons Retail Center for Initial/Final UDC review on Feb. 23.

Please let me know if you have any questions or further comments based on our updates.  
Thank you.

**Brad Koning | Partner**  
Sketchworks Architecture, LLC  
Phone | 608.836.7570

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**From:** Cleveland, Julie <[JCleveland@cityofmadison.com](mailto:JCleveland@cityofmadison.com)>  
**Sent:** Wednesday, February 16, 2022 3:39 PM  
**To:** Cleveland, Julie <[JCleveland@cityofmadison.com](mailto:JCleveland@cityofmadison.com)>; Vaughn, Jessica L <[JV Vaughn@cityofmadison.com](mailto:JV Vaughn@cityofmadison.com)>  
**Subject:** UDC 2/23 presentation file

Good Afternoon,

This is a friendly reminder that we would like to receive your presentation file for the Urban Design Commission meeting of February 23<sup>rd</sup> by Noon this Friday, February 18<sup>th</sup>. We'd also like to remind you that the Chair is enforcing the three-minute speaking rule (per person) and to adhere to that as closely as possible.

The agenda and staff report for your project will be emailed this Friday afternoon.

Best,  
Julie



**Julie Cleveland she/her/hers**

*\*Working in office Monday & Tuesday; working remotely Wednesday-Friday – EMAIL IS BEST\**

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*In consultation with Public Health of Madison and Dane County, the Madison Municipal Building will be reopened to the public on July 6, 2021. Many Planning Division employees will continue to work remotely part-time, continuing to provide customer service in virtual meetings, and will be available for in-person meetings by appointment only. For general Planning assistance, or to find out the best contact for making an appointment, please call (608) 266-4635.*

*Please view all impacts to City services on the City's [COVID-19 website](#)*