

## AGENDA # 2

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 11, 2007
TITLE: 2809 Royal Avenue – New Construction, Six-Story Commercial/Office Building in Urban Design District No. 1. 14 <sup>th</sup> Ald. Dist. (04188)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William Fruhling, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: April 11, 2007	<b>ID NUMBER:</b>

---

Members present were: Paul Wagner (Chair); Richard Slayton, Ald. Noel Radomski, Michael Barrett, Lou Host-Jablonski, Todd Barnett and Bruce Woods.

### **SUMMARY:**

At its meeting of April 11, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a 6-story commercial/office building at 2809 Royal Avenue, in Urban Design District No. 1. Appearing on behalf of the project was Gary Brink. He reviewed the site plan, noting the narrowness of the lot and its 40-foot drop from the front to the rear of the site. He stated that the building contains approximately 60,000 square feet and has 61 covered parking stalls and 169 surface stalls. He also noted that the existing billboard on the site will be removed.

The Commission had generally favorable comments about the proposal, but identified the following concerns:

- The first level of the south elevation needs some more work – especially how the garage entrance relates to the rhythm on windows on the floors above.
- The first level of the north elevation also needs to be studied to further activate that portion of the site (ideas included adding a patio space with a door, enlarging the first floor windows, etc.)
- A plan for how signage will be handled should be provided.
- The amount of impervious surface area was an issue to some members and there was discussion about eliminating the center walkway in the parking lot and making that an infiltration area.

### **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, 6, 6, 6, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2809 Royal Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	7	-	-	-	5	6	6
	-	-	-	-	-	-	-	6
	3	5	5	5	-	2	3	4
	6	6	5	-	-	6	6	6
	6	7	-	-	-	7	5	6
	7	7	-	-	-	6	7	7

General Comments:

- Nice looking building – great start. Consider other, more creative options for sidewalk island down center of parking area – landscaping areas too narrow. Add door, break terrace and stairs down on north end of building.
- Where’s the front door on the Royal Street address? The outdoor lunch area? How will signage be handled? That said, handsome architecture.
- Needs complete sidewalk connectivity to and along both Industrial and Royal. Needs an entry at street level. Parking levels need to come way down.
- Try to activate street (Royal) façade; manage stormwater on-site; work on south façade, particularly integration of garage door with fenestration. Overall plan/concept good, too much pavement.
- Attractive building.
- Very nice building, need to work out the parking lot/sidewalk and detention pond.