

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 26, 2008
TITLE: 89 East Towne Mall – New Building Addition to a Planned Commercial Site for Buffalo Wild Wings. 17 th Ald. Dist. (08547)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 26, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of March 26, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new building addition to a Planned Commercial Site located at 89 East Towne Mall. Appearing on behalf of the project were Bill White and Russ Kowalski, both representing CBL. The modified plans as presented featured the following:

- A covered awning area off of the north elevation of the building has been incorporated into the project.
- The main entry tower has been reoriented at 90 degrees to the building with a single logo wall graphic on its main façade.
- The incorporation of 16-foot long surface parking stalls with 2-foot overhang have been provided to increase the landscape buffer adjacent to the relocated bus stop.
- A tree lined walkway between the bus stop area and the restaurant has been provided.
- The mix of plants and understory species have been modified to include grasses.
- The details within the Commission's packet and those presented are now consistent.

Following the presentation staff noted its appreciation for the limitation of the Buffalo Wild Wings graphic to only the main façade of the tower element but noted issues with consistency with the code and crossing architectural details relevant to the black and white alternating vertical band at the tower's corner.

ACTION:

On a motion by Cosgrove, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided that the logo must meet the requirements of the Street Graphics Ordinance to not overlap with the black and white alternating vertical element to align with the white square of the alternating black and white vertical element.

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 6, 6, 6, 6.5 and 7.

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
Member Ratings	-	-	-	-	-	-	-	6.5
	-	-	-	-	-	-	-	6
	6	5	6	6	-	5	6	6
	6	7	6	-	7	6	-	6
	-	-	-	-	-	-	-	7

General Comments:

- Nice sign, nice infill for the project, nice parking lot improvement.
- Much improved. Site changes great.
- Nice revisions/refinements.
- Good final tweaks.