

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 17, 2013
TITLE: 4323 East Towne Boulevard – Planned Commercial Site, “Doolittles Woodfire Grill.” 17 <sup>th</sup> Ald. Dist. (29803)	<b>REFERRED:</b>
	<b>REREFERRED:</b>
	<b>REPORTED BACK:</b>
AUTHOR: Jay Wendt, Acting Secretary	<b>ADOPTED:</b>
	<b>POF:</b>
DATED: April 17, 2013	<b>ID NUMBER:</b>

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Members present were: Richard Wagner, Chair; Lauren Cnare, Tom DeChant, John Harrington, Richard Slayton, Dawn O’Kroley and Cliff Goodhart.

### **SUMMARY:**

At its meeting of April 17, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a Planned Commercial Site located at 4323 East Towne Boulevard. Appearing on behalf of the project were Gregg Hackett and John Sheehan, both representing Doolittles Woodfire Grill. The site is essentially an island and they are further restricted to the southern part of the site due to agreements that the landlord has with tenants in the mall proper. Issues particular to the site that affected the design include a 2 ½-foot change in grade from the parking lot to the sidewalk with the lowest point of the site being the southeast corner, where there is an existing drain. The building does step down to help incorporate that change in elevation. The main access to the site is from the ring road on the east side with a bus terminal on that side as well. They show tree islands for every 12 parking stalls and an outdoor eating area.

Comments and questions from the Commission were as follows:

- It looks awkward to get in and out, I’d like you to look at moving the accessible stalls to the back, which would give them a little bit more ease at backing out.
- What a great opportunity with a relatively efficient building to be the first building at East Towne with a green roof. What fun that would be.
- The infill of a parking lot is great. Your outdoor spaces are much appreciated.
- Can you explain your cover letter that states the building is designed to represent a World War I airplane hangar.
  - It’s more appropriately described as “celebrating the first 50 years of flight.” The hangar feel is higher ceilings, and throughout the center of the bar/dining area, the next 3-feet down from that is a 130-foot mural that celebrates the first 50 years of flight. It goes through the evolution of flight.
- I strongly encourage you to make your outdoor dining area no smoking.

## **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 6.5 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4323 East Towne Boulevard**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	7	-	-	-	7	6	7
	6	4	-	6	-	6	7	6.5

General Comments:

- Architecture in no way looks like airplane hangar.