

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** May 22, 2013

TITLE: 2501 East Springs Drive – Conditional Use/Planned Commercial Site, Goben Auto Sales Facility. 17th Ald. Dist. (28663) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: May 22, 2013 **ID NUMBER:**

Members present were: Henry Lufler, Acting Chair; Lauren Cnare, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroy, Tom DeChant and Melissa Huggins.

SUMMARY:

At its meeting of May 22, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a conditional use/Planned Commercial Site for Goben Auto located at 2501 East Springs Drive. Appearing on behalf of the project were Arlan Kay, Amy Hasselman, Don Goben and Al Bachmann. Changes to the plans include a sidewalk area for the property next door that could be a future development site, and maintaining the pedestrian walkway through the hotel and restaurant area. They are differentiating the roadway material through the lot. The Commission had suggested a guardrail on the wall because of its height; they have moved the display area back several feet and included bushes to keep people away from the wall area. All the drainage and water detention will be handled on the site itself. The design concept is to have the retaining wall all the way around the site to give a visual base to the virtual storefront. The 10-foot utility easement area is heavily landscaped with flowering prairie plants. In response to requests from the Commission to simplify the building, the front will have the metal roof and overhang while the backside will remain more utilitarian and without the overhang. Material selections have been simplified to include smooth masonry on the bottom, the masonry body in split face cream color, all the metal (roof overhang, soffits and brackets) in a red color with the awnings and storefront material to match. The base retaining wall will tie back into the materials of the building. Slayton recommended adding a 2-3 foot radius on the “saw tooth” curbs of tree islands where cars may rub against them because of the tight turning radius.

ACTION:

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Goodhart voting no. The motion noted adding a 2-3 foot radius on “saw tooth” elements of tree islands.

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 rating for this project is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2501 East Springs Drive

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