AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** July 10, 2013
TITLE: 4323 East Towne Boulevard – Planned Commercial Site, "Doolittles Woodfire Grill." 17th Ald. Dist. (29803)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	**ADOPTED:** **POF:**
DATED: July 10, 2013	**ID NUMBER:**

Members present were: Richard Wagner, Chair; Tom DeChant, Henry Lufler, John Harrington, Richard Slayton, Lauren Cnare and Cliff Goodhart

SUMMARY:

At its meeting of July 10, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Planned Commercial Site located at 4323 East Towne Boulevard. Appearing on behalf of the project were John Sheehan, Steven Ziegler, Tammy Rozek and Jim Anders, representing East Towne Mall. Sheehan described the site location and noted that the development team has worked hard to make an inviting space that will somewhat shield diners from the nearby traffic and provide a nice green area for dining. An outdoor fireplace will be an attraction for guests during the summer as well as the winter months. Ziegler described the landscape plan which will include a rain garden as a visual feature for dining guests. Kevin Firchow of the Planning Division noted that staff's only concern with the project is pedestrian circulation. Planning staff has recommended bringing the sidewalk down to tie into the mall walkway. It would not really be feasible to move the building back because they would lose too many parking spots and too many trees; much of the landscaping would go away and the programming of the building would be significantly hampered.

Staff noted that the site was originally developed as a parking field. It is the applicant's responsibility to create pedestrian access from their site to the mall and to provide safe pedestrian access. It was also noted that the project has window coverings and window lighting that was not incorporated into the lighting plan as submitted within the photometric plan or fixture cut sheets.

Cnare suggested a discussion between Traffic Engineering and the applicant including the mall operator to come up with solutions to the pedestrian walkway and flow at the intersection of the ring road. She suggested speed bumps; the road has to give a little bit too to the pedestrians instead of laying it all on the applicant.

Slayton suggested putting a walk in that comes along the front at the ring road that provides a crossing to the mall proper.

Goodhart inquired about the lighting of shutters (with LED fixtures nestled up in the "crevice") and suggested making a brick wall with recessed panels as though it was brick infill of an older building. Kevin Firchow noted

that the new Zoning Code does require windows on the street facing sides of new buildings and the faux windows could count; this was a response to meeting those requirements. Staff noted the Commission's preference for real life openings (windows).

ACTION:

On a motion by Cnare, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion provided for the following:

- The applicant shall coordinate work with the mall operator and Traffic Engineering to figure out how to provide pedestrian access across the site, and resolve safety and pedestrian crossing issues with the ring road, including a tighter forming radius.
- Submit a lighting plan to staff.
- Break up the long expanse of parking by providing an additional tree island that may act to extend the garden into that space.
- The shutter infill is not to be spandrel but comply with ordinance.
- The canvas awning shall match in color as shown on the drawings.

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, 7 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
Member Ratings	6	5	7	7	6	6	9	6
	6	6	7	-	7	5	7	7
	7	6	7	-	-	6	7	7

General Comments:

- Appreciate this mall parking lot infill.
- Pull the southeast garden into the parking/entry area with a nicely planted tree island.
- How are you stopping autos at the flush walk condition? Landscape management plan/specifics are required.