



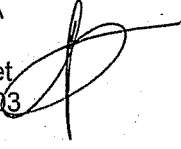
DESIGNBUILD

Timothy J. Kritter Co., Inc.

634 W. Main Street
Madison, WI 53703
Office 608-257-1090
Fax 608-257-1092
www.tjkdesignbuild.com

DATE: March 15, 2006

TO: Urban Design Commission
City of Madison

FROM: John J. Bieno, AIA
TJK Design Build
634 W. Main Street
Madison, WI 53703 

RE: Narrative for 1701 Thierer Road

The structure that we are proposing as part of this submittal is an outlot development to an existing strip mall center on the east side of Madison. The existing center is located at the intersection of Zeier and Thierer Roads. Our project would be adjacent to the entry to the center on this intersection. We are recommending the removal of part of the existing parking lot to accommodate the new construction and the associated outdoor gathering area. The 8,000 SF structure brings a street presence to the development while making better use of an under utilized parking area. The position of the structure also allows for direct interaction with pedestrian and bicycle traffic. An added bonus for the creation of this structure is that the impervious for this development will not increase as a result of its construction.

Effort has been taken to bring presence to this structure through the use of multiple architecture elements and features. Some of the features are: an 18' parapet height, a colonnade that extends from the building out towards the existing development and awnings over the windows for visual interest, color and architectural relief and two entry elements at opposing corners. The extensive use of glass, both at eye level and above, allows for natural light to filter into the structure even at its deepest point. The structure marries itself back to the existing buildings through the use of similar materials and window fenestrations. The presence of the building at night has also been thought through with the incorporation of accent lights on both the vertical surfaces and the overhang canopies. There is also lighting in the outdoor activity area through the use of bollards.