

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 7, 2016

TITLE: 3758 East Washington Avenue –
Redevelopment of the Klein Greenhouse
and Garden Center in UDD No. 5. 17th Ald.
Dist. (44222)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 7, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Tom DeChant, Lois Braun-Oddo, Rafeeq Asad, Michael Rosenblum, John Harrington and Sheri Carter.

SUMMARY:

At its meeting of September 7, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the redevelopment of the Klein Greenhouse and Garden Center in UDD No. 5 located at 3758 East Washington Avenue. Appearing on behalf of the project were Ed Linville, representing Linville Architects; and Pat Saiki, representing Ken Saiki Design.

A promenade will replace the entrance to the site and open up to East Washington Avenue. A lot of color will be placed up front and the parking will be screened with plant materials. Raised beds with herbs and vegetables will line the promenade. A fenced courtyard will secure the plants and outdoor retail portion of the site. The 2-story building will house the retail portion on the first floor with offices and toilet rooms on the second floor. Essentially the retail portion allows customers to meander through the entire site.

Comments and questions from the Commission were as follows:

- What might the fencing be made of, and what extent is the fencing?
 - The idea would be a more substantial fence. The idea was to have kind of a living fence so it’s not just this barrier. We did have a great neighborhood meeting and talked extensively about that; people were quite receptive to this philosophy.
- I’m concerned about where the handicapped parking is in regard to everyone exiting the double lane angled parking.
 - Actually based on our entry we could easily disperse it further. That’s a really great idea. The further in, the better.
- (Secretary) The Zoning Code requires entries to the street. They need to come up with a creative design solution that says you can walk from the sidewalk on East Washington Avenue and get into this site.
- The gate is really just a service gate, so it shouldn’t be signed. Focus on your East Washington entrance, how strong that pergola can be, your signage would be there, maybe you have some glass hit the ground

at that corner, something to really make that sing so that the association is more with East Washington frontage rather than Walgreen's frontage. Just to strengthen that corner.

- Celebrate this two-story volume, it's really an extension of the greenhouse, you might see the top of a tree.
- I like the direction.
- We like the project.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.