

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 19, 2014

TITLE: 802, 854 East Washington Avenue
 (800 North Block) - Mixed-Use
 Development with Commercial
 (Including a Grocery Store), Office and
 Residential Components in UDD No. 8.
 2nd Ald. Dist. (32089)

REFERRED:
REREFERRED:
REPORTED BACK:

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

DATED: March 19, 2014 **ID NUMBER:**

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

SUMMARY:

At its meeting of March 19, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a mixed-use development with commercial, office and residential components in UDD No. 8. Appearing on behalf of the project were Christopher Gosch and Garret Perry, representing Gebhardt Development. Gosch discussed changes to the plans, including elimination of the canvas awning. At the corner of Paterson Street and East Washington Avenue they are trying to create an outdoor space for events with the ability to gather during Breese Stevens events. The material palette hasn’t changed and will try to match, as closely as possible, with Breese Stevens. Turning the corner it changes to a red brick which is more consistent with the Water Utility building on that side of the building. Flat limestone panels will be used as an accent material on the tower, with insulated metal panel at the residential tower and the commercial areas. The East Washington Avenue façade will consist of 71.3% glass.

Comments and questions from the Commission were as follows:

- How many feet do you have without a break, a substantial reveal?
 - About 120-feet.

That’s a concern. The lighter material that drops down, that could feel like a mass on its own, but then I don’t know that it’s integrated well with the landscape because the landscape almost wraps it, when really that vertical of the light material would be the one spot you could start getting some depth on this. It’s a long stretch with little activity. The landscape plan undulates but it doesn’t necessarily have a relationship with the building setbacks that may change, that may create rooms.
 - (Perry) It’s because of some of the interior restrictions, we kept these planters out farther, and once you get to a certain point it becomes mostly landscape, so you have a 5-foot sidewalk that opens up into a more urban space, so the landscape kind of softens the building at that point. The building doesn’t undulate to that distance, but the landscaping does.

Heather Stouder of the Planning Division reiterated the Division's concerns as stated in her staff report. The two main issues were whether enough has been done on Livingston Street in terms of articulation, and on the Paterson Street corner, it still looks like there is a door very close to the corner, which cannot happen due to grading issues. As you look closely at that Paterson corner area, keep that in mind. Once that tenant becomes more of a reality, staff will likely see more detail on the Paterson corner, similar to The Hub or The Constellation.

ACTION:

On a motion by Slayton, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-0). The motion provided for final signage and lighting plans to return.

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 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 802, 854 East Washington Avenue (800 North Block)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	7	-	-	-	7	7
	-	-	-	-	-	-	-	8

General Comments:

- Exciting proposal!