

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 4, 2009
TITLE: 425 West Washington Avenue – PUD(GDP-SIP) to Construct a Mixed-Use Development. 4 th Ald. Dist. (13147)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: February 4, 2009	ID NUMBER:

Members present were: Bruce Woods; Chair, Todd Barnett, Richard Slayton, Ron Luskin, Dawn Weber, Mark Smith, Jay Ferm and John Harrington.

SUMMARY:

At its meeting of February 4, 2009, the Urban Design Commission **REFERRED** a PUD(GDP-SIP) for a mixed-use development at 425 West Washington Avenue. Appearing on behalf of the project were David Ferch, Erik Minton, and Bill White. Ferch reviewed the changes since the last presentation to the Commission, including: making the fifth floor more visible by increasing its size, reducing the stepback in some areas, changing the materials, and increasing the size of the sun screens to make them more of a design element. He also stated that the uses are better reflected with the materials as red brick is used where the residential uses are located, and cast stone where the commercial uses are. The width of the garage door was reduced by 2 feet, bicycle stalls were added outside, and the ones inside were moved up one level. He stated that the landscaping plan has evolved and that they will work with the adjoining property owner to the east on the planting in that area. Minton stated that he would be accepting of a short referral to convene a general neighborhood meeting on this proposal.

Fruhling stated that given the recommendations in the Bassett Neighborhood Plan and Comprehensive Plan, Planning Division staff is more supportive of the massing shown in the previous iteration, that had a smaller fifth floor with a greater stepback to reduce its visibility.

Registering in support were: Robert Bergeman, John Bonsett-Veal, Tom Geier, Rosemary Lee, Justin Harder, Derek Lalley, Chet Droessler, and Sheridan Glen. Registering in opposition was: Peter Ostlind. Registering in neither support nor opposition was: Jonathan Cooper (representing the Bassett Neighborhood Steering Committee for this project), stating that the Steering Committee had recently received the revised plans and has not met to discuss them.

The Commission discussion focused on the following issues and asked the applicants to further study some of the elements where noted below:

- The revisions to the scale and massing, including the revised fifth floor treatment are improvements.
- Study the first floor window patterns along the south and east elevations.
- Study the appropriateness of the second floor balcony above the health club entrance.

- Need a lighting plan—including how the fifth floor will be lit.
- Study whether more of the indoor bicycle parking can be moved to the first floor.
- Study options for how the fourth floor is terminated.
- Study how the building can be framed using Ginkgos.
- Study increasing the projection of the bay of windows above the garage entrance.

ACTION:

On a motion by Harrington, seconded by Ferm, the Urban Design Commission **REFERRED** a PUD(GDP-SIP) for a mixed-use development at 425 West Washington Avenue to allow the applicant time to meet with the neighborhood.

The motion passed on a vote of (5-2-1) with Barnett and Luskin voting no, and Woods abstaining.

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 6.5, 7, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 425 West Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	7	-	-	-	6	9	8
	7	7	6	-	-	6	9	7
	8	7	7	6	-	6	8	7
	6	6.5	5	5	5.5	6	7	6.5
	-	7	-	-	-	-	7	7

General Comments:

- Neighborhood plan is an excellent guide to new building. In this case, the superior design mitigates the massing issues. Need more bike parking on ground level. Roof is excellent. Brings life to the outside of building. On such a prominent street, getting neighborhood input is important.
- The reiteration of the 5th floor is much more striking and powerful than the earlier version in spirit with the neighborhood plan.
- Excellent project.
- Continues to improve, like the new penthouse, it is very nice indeed – color of metal panels? Finish? Texture? How will building be lit on exterior? Need exterior lighting plan.