

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> July 1, 2009
TITLE: 1900 East Washington Avenue – PUD(GDP-SIP), Mixed-Use Development in Urban Design District No. 4. 12 <sup>th</sup> Ald. Dist. (13195)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: July 1, 2009	<b>ID NUMBER:</b>

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Members present were: Bruce Woods, Richard Slayton, Richard Wagner, Mark Smith, Dawn Weber, Todd Barnett, Marsha Rummel and Ron Luskin.

### **SUMMARY:**

At its meeting of July 1, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 1900 East Washington Avenue. Appearing on behalf of the project were John Sutton, Ramona W. Warden and Douglas Kozel. Prior to the presentation staff noted that the request for final approval of this project follows a recent referral from the Common Council by the area's Ald. Satya Rhodes-Conway. The referral was based on a requirement for final UDC approval of the project that also provides for the Commission's feedback on a Plan Commission requirement to add four additional pedestrian arcade access points to the building's street side façades on both First Street and East Washington Avenue. Sutton and Kozel provided an overview of modifications to the project based on the Commission's previous review of May 20, 2009 primarily centered on landscape and site plan changes, including expanded rain garden features, the provision of fully detailed colored perspective renderings and elevations of the intersection and corner, the blow up of stair rail details including providing context to the building with adjacent structures, an upgrade of the landscape plan to provide numbers and sizes, and elevational details, specifically the arcade area. Following the presentation the Commission noted the following:

- Concern with traffic lights working in context with design of the building. Sutton noted that the building's relationship with the traffic lights was given the appropriate amount of space.
- Like the way sidewalk works around building per renderings but encouraging people to walk out diagonally to the street is a problem.
- Issue with corner treatment creating pedestrian conflicts with traffic. Reduce pavement and replace with a planting area at the street.
- Use of EIFS to the ground on the arcade elevations is still a problem.
- Discussion relevant to LEED certification levels provided that the project would be at a basic LEED level if certified, according to Kozel; where no formal certification was being proposed at this time.
- In response to the review of the details and the four additional entry points, Ald. Conway-Rhodes requested more detailing, where Sutton noted that entries were both stepped and at grade.
- Consider providing openings on the stair towers on both street frontages to resolve blank appearance and increase three dimensional quality on first floor, looks applied, needs openings.

Continued discussion emphasized the concern with the use of EIFS within four inches of the ground; a minimum 12-inch base is recommended.

**ACTION:**

On a motion by Luskin, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided that signage be limited on the stair tower panels to the concept of the buildings name, “Emerson Place” as presented and provided in the packet; not to be utilized for sale or lease usage. The motion also required the provision of an 8-inch minimum base in the arcade of either block or aluminum. In addition, the full details of the signage package still requires formal consideration by the Commission.

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, 7, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1900 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	7	5	-	-	6	7	7
	-	-	-	-	-	-	-	7
	5.5	6.5	5	-	-	5	7	6
	7	7	7	7	-	7	8	7
	-	-	-	-	-	-	-	7
	8	7.5	-	7	-	7	8	8

General Comments:

- Interesting urban infill project – I hope it is successful!
- Very unique modern design for intense corner.
- Pull EIFS from ground plane.