



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 722 East Main Street  
**Application Type:** Parking Lot Alteration for Electric Vehicle Charging Stations in UDD No. 8  
**Legistar File ID #** [62066](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Brian Reed, Potter Lawson, Inc./Tim Bliefernicht, MG&E

**Project Description:** The applicant, Madison Gas & Electric, is seeking initial/final approval for alterations to an existing parking lot to install an electrical fast charging hub for 16 electric vehicles.

**Project History/Schedule:**

- The Plan Commission is scheduled to review the conditional use for this development on October 19, 2020.

**Approval Standards:**

The UDC is an approving body on this request. The development site is within Urban Design District 8 (UDD 8), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(15).

In applying the standards, the code states that the Urban Design Commission shall apply the [UDD 8 \(MGO 33.24\(15\)\)](#) district requirements and guidelines as may be appropriate in order to implement the Core Development Principles of the [East Washington Avenue Capitol Gateway Corridor Plan](#). In order to approve, ordinance requires that the development is found to meet the requirements and conform as much as possible to the guidelines.

## Summary of Design Considerations and Recommendation

Staff recommends that the UDC review the project against the requirements and guidelines of UDD 8.

The site is currently developed as a surface parking lot and the applicant proposes several improvements associated with creating an electric vehicle charging hub.

Staff notes the following considerations regarding proposed site improvements and consistency with these standards. The existing parking lot is set back from East Washington about 15' and has minimal landscaping on the site with a few small canopy trees and sod. The proposed parking lot maintains the 15' setback to create a public amenity with walkways and seating and increases the amount and diversity of landscaping. The new landscaping provides screening for the tall EV charging stations shown along E. Washington, Livingston, and between this site and the adjacent gas station.

Staff believes that findings can be made that the development meets the applicable standards and guidelines. This includes the requirements for Parking and Service Areas (MGO 33.24(15)4), Landscaping and Open Space (MGO 33.24(15)5), and Site Lighting and Furnishings (MGO 33.24(15)6). Staff also requests that the Commission review proposed equipment enclosures and site lighting for compliance with UDD 8 design standards.