

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 13, 2013
TITLE: 802, 854 East Washington Avenue (800 Block North) – Mixed-Use Development with Commercial (Including a Grocery Store), Office and Residential Components in UDD No. 8. 2 nd Ald. Dist. (32089)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 13, 2013	ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Lauren Cnare, Melissa Huggins, Cliff Goodhart and Tom DeChant.

SUMMARY:

At its meeting of November 13, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a mixed-use development located at 802, 854 East Washington Avenue in UDD No. 8. Appearing on behalf of the project were Christopher Gosch and Ted Petith, both representing Gebhardt Development. The grocery store component will now be accessed from Livingston Street; they are currently in negotiations with a possible grocer. The massing has changed slightly with the residential tower pushed forward and up. The general program has remained the same in terms of sustainable elements. There is an opportunity for additional commercial space that would be directly related to the grocery store; in the absence of that there is interested in a commercial tenant that would not relate to the grocery store. They anticipate having these finalized by the end of the month. Heather Stouder of the Planning Division noted the input they are seeking from the UDC which includes the need to change the ordinance to allow for additional height for the tower in the middle (13 functional stories), which is similar to what happened next door at The Constellation. If the additional commercial space over the grocery store component doesn’t come to fruition, the UDC could consider waiving the 3-story minimum along East Washington Avenue. Related to the design this is very much a work in progress. The architect has pulled elements of the tower back involving some significant stepbacks. Staff still believes the two tower solution might actually be preferred while understanding the dramatic difference in the program and cost that this would cause. It would also provide a lot more quality views in those towers. Finally staff really believes this needs to be differentiated from The Constellation; we would like to see far less use of metal on this building and encourage the use of masonry.

- I anticipated the tower being closer to Livingston and your design was that entire street front. Could you comment on the tower being farther east and why it’s setback from the Constellation.
 - We did not want to share any vertical circulation. That gave us practical location limitations. This is setback because of the UDD guidelines. We wanted to keep the tallest portion closest to East Washington Avenue.The shift away from Livingston isn’t in relation to the form of the building, it’s more programmatic? Sure.

I just anticipated more program that way, towards Livingston. And Breese Stevens will be there so you have a sleepy neighbor on that side, a sleepy park on the other side and a highway on the other side. I would anticipate the activity on Livingston.

- I'm a little less excited about the height increasing as we go along East Washington Avenue, especially because of that drop with Breese Stevens, unless it were closer to the Constellation.
- What is your inspiration on this project, what you're trying to accomplish?
 - We're trying to maximize views and glass, and then the elevations become an exercise in framing views and balconies. I wish it were more.
- In regards to Planning's comments about less metal, that would give it a heavier feel than the Constellation.
 - We really like these panels because of the installation, energy efficiency and durability.
- Somehow the vertical and horizontal elements aren't working for me.
- Architecturally you could make two towers pin-wheeling on the central core, it could feel like two buildings without necessarily segmenting them. If there are buildings with significant mass even with 20-40 feet between them, we're still going to have a wall along East Washington.
- The merits on additional height are based on what the finished product is.
- The Commission favors stories above the grocery store element.

ACTION:

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