

**AGENDA # 10.**

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> October 19, 2005
TITLE: 425 West Washington Avenue – PUD(GDP-SIP), Mixed-Use Development.	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William A. Fruhling, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: October 19, 2005	<b>ID NUMBER:</b>

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Members present were: Paul Wagner (Chair), Bruce Woods, Lou Host-Jablonski, Lisa Geer, Ald. Noel Radomski, Todd Barnett, Cathleen Feland, Robert March and Michael Barrett.

**SUMMARY:**

At its meeting of October 19, 2005, the Urban Design Commission **REJECTED** a request for a PUD(GDP-SIP) for a mixed-se development located at 425 West Washington Avenue. Michael Quigley and John Sutton, representing the developer, described the proposal. The building will contain 2 floors of underground parking, retail on the first floor, a fitness facility on the second and third floors, commercial/office uses on the fourth floor, 40 apartment units on the fifth-eighth floors, and a community room/mechanical penthouse on the ninth floor. The building incorporates “green roof” design. Building materials include brick, concrete masonry units, and metal panels. All units will have balconies. Photos of the 1-story commercial structure proposed to be demolished and the adjacent 5-story AAA Building were presented.

Stefanie Moritz registered in opposition, stating that the proposal is not consistent with the neighborhood plan and is not in scale with the neighborhood. She doesn’t feel that there is wide spread neighborhood support and presented a petition with signatures of 44 residents in opposition. Jonathan Cooper, registered in support, stating that he was on the steering committee for this project. He stated that a major outstanding issue among members was the scale and massing of the project is not consistent with the neighborhood plan, but feel it is such an outstanding project that they support it, noting that neighborhood representatives on the committee were split. Ledell Zellers, President of Capital Neighborhoods Inc., stated that she was not for or against the project, but was speaking for the validity of neighborhood plans. She stated that such plans look at neighborhoods holistically, not project by project, and provide developers with predictability and property owners with assurances. Erik Minton, project developer, stated that changes going on in the neighborhood will make it an exciting place that people will want to move to and invest in. He stated that the project addresses numerous City priorities, such as inclusionary zoning. He stated that there have been 14 meetings and he acquired 1,000 signatures in support in 3 days. Christina Rose, registered in opposition, stating that the neighborhood plan has been ignored and is concerned about the precedent if it is approved. Rosemary Lee, registered in support, stating that other buildings in the neighborhood have been approved that are not consistent with the neighborhood plan and that this building is of significant merit and deserves an exception. Robert Holloway, registered in opposition, stating that projects should not go against the neighborhood plan without a deliberative process to change it, and he has problems with the size and massing of the proposal. He feels that many people speaking at the public meetings were not from the neighborhood. Jeff Mack, registered in support, stating that such an

exercise facility is needed downtown and doesn't feel it will be out of scale with other buildings going up downtown. Peter Ostlind, registered in opposition, stating that he feels the proposal does not meet the PUD criteria and is not consistent with the neighborhood plan, Downtown 2000, the Downtown Advisory Report or the draft Comprehensive Plan. He noted that the neighborhood plan does not allow for extraordinary building design to ignore the plan. In response to questions by the Commission, he stated that he does not feel the developers were misled on the neighborhood's position and believes there was a concerted effort by the developers to have non-neighborhood residents to attend public meetings. Michael May, registered in opposition, stating that it is out of scale with the neighborhood and is being promoted as the gym being a benefit to the city. He stated that the AAA Building next to the proposal was a mistake that should not be repeated and noted the neighborhood plan was done seven years ago in anticipation of development pressure. In response to questions by the Commission, he stated that he feels this was communicated to the developer early in the process. Victor Villacrez, registered in support, stating that he chaired the committee that developed the neighborhood plan and doesn't feel it has been followed and cited some examples. He feels this is a blighted block that needs to be redeveloped to save other houses in the neighborhood. Ald. Michael Verveer, registered in opposition, asking the Commission to refer the case as he does not feel it is ready to be considered by the Plan Commission. He stated that he tried to work with the developers to meet the requirements of the neighborhood plan and suggested they work with the neighborhood. He stated that he was also on the committee that created the neighborhood plan and the character of 400 and 500 Blocks of West Washington Avenue was viewed as important and that is why it contains such strong recommendations for this area. He noted that there are numerous positive aspects of the proposal and it would provide some amenities for downtown residents, but feels it is in the wrong location. He feels that the neighborhood does not support it and that the applicants did a thorough job of turning out supporters. He emphasized that staff has told the applicants on numerous occasions from the beginning of the project that it was not supportable and a clear violation of the neighborhood plan. Also registering in support were: Tom Geier, Lee Christensen, Stephanie Pertzborn, Chet Droessler, and Jill Geier. Also registering in opposition were: Carol Crossan, Jim Skrentny, Davy Mayer, Vince Jenkins, and William Patterson.

March stated that he believes the project is on a substantial street and can coexist with smaller buildings, noting its proximity to Metropolitan Place. Host-Jablonski stated that he doesn't feel that the developers were misled by the neighborhood regarding their position on the project. Geer stated that she likes the concept, but not at this site as it will not have a positive impact on the sense of place for this neighborhood. Wagner stated that if the project comes back before the UDC in the future, more contextual information will be needed. Woods stated that it is a wonderful concept on the wrong site and that there is a need to follow neighborhood plans.

### **ACTION:**

On a motion by Host-Jablonski, seconded by Geer, the Urban Design Commission **REJECTED** a request for a PUD(GDP-SIP) for a mixed-use development located at 425 West Washington Avenue. The motion was passed on a vote of 7-1-1 (March voted no and Barnett abstained).

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 2, 3, 3, 4, 4, 5, and 9 with 2 abstentions from the rating process..

**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
<b>Member Ratings</b>	4	5	6	6	-	5	1	4
	5	5	7	-	-	6	5	5
	4	5	7	-	-	4	4	4
	2	7	-	-	-	-	2	-
	2	3	6	6	-	7	2	2
	-	6	-	-	-	-	2	3
	-	4	-	-	-	-	2	3
	7	9	9	-	-	-	9	9

General Comments:

- Do not feel the style of architecture fits into the surrounding Victorian buildings. Size also overwhelms the adjacent building. These two aspects overshadow all the positives. I wish this building was located in a more suitable area because it is creative and an interesting mix of uses. Roof garden would be exciting.
- Listen to the neighborhood and follow the plan.
- Look at the plan!
- Great building, wrong place.
- Good design, completely wrong location.
- Just much too tall to have any relationship at all to the approved neighborhood plan. Good concept, wrong location.
- A fine concept – fine architecture – thoroughly appropriate to West Washington Avenue.