

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 8, 2007
TITLE: 854 East Washington Avenue – Demolition and Construction of a Temporary Parking Lot in UDD No. 4, 2 nd Ald. Dist. (07057)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 8, 2007	ID NUMBER:

Members present were: Paul Wagner, Marsha Rummel, Richard Slayton, Michael Barrett and Todd Barnett.

SUMMARY:

At its meeting of August 8, 2007, the Urban Design Commission **REFERRED** consideration of a temporary parking lot located at 854 East Washington Avenue. Appearing on behalf of the project were Wade Wyse, Jenkins Engineering and Dan Carlson. In response to the Commission's previous informational review of the project, Wyse noted the following modifications to the project:

- Revisions to the proposed landscape plan provided for doubling of required landscape points from a previously proposed 108 points to 218 points.
- Outside of the doubling of landscape points, Wyse noted that the project remained as previously proposed with a non-address of comments noted by the Commission (the July 25, 2007 informational review of the project); based on the parking lot's use as temporary and the desire to maintain the plans as proposed to provide for the display and sales of automobiles. Wyse further noted to the Commission that a misunderstanding relevant to the use of the parking area after demolition of the building arose based on statements made at the previous review of the project which mistakenly identified the area to be utilized for employee parking, not for the display of automobiles for sale.

Following the presentation the Commission noted the following:

- The only thing that has changed is a few more shrubs. The amount and design of impervious area will remain the same.
- No reason to approve plan as is, things that were requested not responded to (as detailed in the report of July 25, 2007).
- Although building is in bad shape, a corner occupied by cars is not an improvement. Need to look at best way to utilize lot.
- The project is a substantial improvement to what exists; to turn it into a green lot, no value to the applicant where the project reflects a compromise.

Matt Tucker appeared and spoke relevant to the project and comments distributed to the Urban Design Commission intended for the Plan Commission's review of the proposed demolition. Tucker noted that the

building setbacks are based on provisions for the East Washington Avenue Gateway BUILD Plan as proposed at a 15-foot setback along East Washington Avenue.

Following Tucker's statements, the Commission further noted:

- It appears that the striped square area at the corner will probably be used for display, not as portrayed within the application.
- Nothing has been provided in response to the Commission's previous comments except for a few more shrubs. The project as proposed is adding to the paved ugliness of the block. Market conditions provide that this is what we will get for the term.
- Review of the double loading arrangement previously noted at the last meeting would allow for a fence, a rain garden, more landscaping amenities in response to the Urban Design Commission's previous comments, as well as maintaining the relative level of display area for cars.
- The use of lot for display makes it more important to address the Urban Design Commission's previous comments.
- Corner treatment is important next to a public institution, Breese Stevens Field, a main corner. Need to devote more to creating a green corner treatment.
- There is no issue in not keeping the building (demolition) but how you treat the lot and street is an issue.

ACTION:

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **REFERRED** this item. The motion was passed on a unanimous vote of (5-0). The motion required the applicant consider better use of the site, as well as alternatives to the plan as proposed that provides for less pavement, planted/designed corner treatment, the revised display parking layout that minimizes pavement as previously noted at the July 25, 2007 meeting, further consideration for more of a setback, especially along Paterson Street, further definition of the 15-foot setback along East Washington Avenue, to appear more than just a parking lot.

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, 4 and 4.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 854 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	4	-	4	-	-	5	4	4
	4	-	5	-	-	-	4	4
	2	-	5	-	-	1	1	2
	-	-	-	3	-	-	3	3

General Comments:

- Please help upgrade East Washington!!!! This is a downgrade.
- We should also be seeing proposed site lighting. Come up with more imaginative landscaping to enhance proposed car sales use.
- Proposal as shown not acceptable.
- Important corner. Try to find solutions for your sales and create a vital corner with softscape elements. 15-foot greenspace important.