

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 20, 2013

TITLE: 425 West Washington Avenue – PD
Mixed-Unit Development Known as “The
Washington Plaza.” 4th Ald. Dist. (29495) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: March 20, 2013 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Marsha Rummel, John Harrington, Richard Slayton, Cliff Goodhart and Tom DeChant.

*Wagner recused himself with Slayton acting as Chair.

SUMMARY:

At its meeting of March 20, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PD mixed-unit development located at 425 West Washington Avenue. Appearing on behalf of the project were John Sutton, Sutton Architecture; and Rosemary Lee. Staff noted that when PD is noted as an option the applicant is required to explain why that is the right choice at an informational presentation. The site is a one-story commercial building that has been rezoned to DR-2 with PD around it. Because of the use of this building the Planning Division would like to see PD zoning; UMX would also be possible but that would open it up to too much commercial use. Two levels of underground parking are proposed for a total of approximately 64 stalls. The more significant change is that the commercial is just the front portion of the building to make less commercial use; the apartment count has been increased to 50 apartment units. The apartments were primarily efficiencies, they are now all one and two-bedroom units. The front will have a series of setback elevations to create a sense of entry. Larger windows will be used for the commercial area. They are asking for one bonus story because of the significant setback on the fifth floor. The fifth floor has a 30-foot setback which will allow for some recreational open space area to be developed. Sutton noted that he didn't want to go much further with specific details before meeting with the neighborhood's steering committee.

The Commission made the following comments:

- Look into a green roof opportunity based on the amount of impervious area.
- The design should be contemporary and cohesive architecture.
- Differentiate first floor commercial beyond punched openings and provide more light could be introduced into the residential units.
- Look at a grander entryway; replace multi-door version..
- Simplify window types.

- Look at different pavement treatment with garage entry.
- Look at a potential iconic roof element possibly used for shading.
- Screen all rooftop mechanicals.
- Provide large drawings.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken 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 5 and 6.

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
Member Ratings	-	4-5	-	-	-	-	-	-
	6	4	-	-	-	6	6	5
	-	-	-	-	-	-	-	6

General Comments:

- Third time’s a charm?
- Needs improvement in terms of design treatment.
- Exterior needs a lot of work to make it cohesive and less “traditional.”
- Nice concept, can be an important addition to the West Washington streetscape.