

PLANNING UNIT REPORT
DEPARTMENT OF PLANNING AND DEVELOPMENT
November 21, 2005

RE: L.D. # 02046: Zoning Map Amendment L.D. 3136 To Rezone 425 W. Washington Avenue from R6 (General Residence District) to PUD-GDP-SIP

1. Requested Actions: Approval of a request to rezone 425 W. Washington Avenue from R6 (General Residence District) to Planned Unit Development-General Development Plan-Specific Implementation Plan (PUD-GDP-SIP) to allow construction of a mixed-use commercial/ residential building containing 40 apartment units, a 24,000 square-foot fitness facility, 12,000 square feet of office space and 2,500 square feet of first floor retail upon demolition of an existing one-story medical office building.
2. Applicable Regulations: Section 28.07 (6) of the Zoning Ordinance provides the requirements and framework for Planned Unit Developments; Section 28.12 (9) provides the process for zoning map amendments; Section 28.04 (22) provides the guidelines and regulations for the approval of demolition permits.
3. Report Drafted By: Timothy M. Parks, Planner, and other Planning Unit staff.

GENERAL INFORMATION

1. Applicant: Erik Minton, 20/15, LLC; 21 N. Butler Street; Madison, Wisconsin 53703; Lee Christensen, representative.

Property owner: Dr. John Bonsett-Veal; 425 W. Washington Avenue; Madison, Wisconsin 53703
2. Development Schedule: The applicants will commence development in Spring 2006, with completion scheduled in Summer 2007.
3. Location: Approximately 0.375 acres (approximately 16,335 square feet) located at 425 W. Washington Avenue, between Bassett and Broom Streets, Aldermanic District 4; Madison Metropolitan School District.
4. Existing Conditions: One-story medical office building, zoned R6 (General Residence District).
5. Proposed Land Use: A nine-story mixed-use building containing 40 apartment units, a 24,000 square-foot fitness facility, 12,000 square feet of office space and 2,500 square feet of first floor retail.

6. **Surrounding Land Use and Zoning:**
 - North:** Two to four-unit apartment buildings, zoned R6 (General Residence District);
 - South:** Two to four-unit apartment buildings, zoned R6, and the Tuscan Place and City Place apartments, zoned PUD-SIP on the north side of the 400-block of W. Main Street;
 - West:** Five-story "AAA" office building and associated surface parking, zoned R6;
 - East:** Two to four-unit apartment buildings, zoned R6 and two medical offices in converted residential buildings, zoned PUD-SIP.
7. **Adopted Land Use Plan:** The Bassett Neighborhood Master Plan recommends includes the subject site in a primarily residential zone that generally extends along both sides of W. Washington Avenue south to W. Wilson Street between Bedford and Broom streets. Development along W. Washington Avenue may also include commercial uses. The zone is recommended for "selective demolition and infill designed with a character and scale that compliments the existing blockface," though rehabilitation of existing structures is encouraged. The density recommended for this zone ranges between 26 and 40 units per acre.
8. **Environmental Corridor Status:** The property is not located within a mapped environmental corridor.
9. **Public Utilities & Services:** The property is served by a full range of urban services.

STANDARDS FOR REVIEW

This application is subject to the demolition standards of Section 28.04 (22) and the Planned Unit Development District standards.

PROJECT UPDATE

This matter was previously scheduled for Plan Commission review on October 24, 2005 but was referred at the request of the applicant to allow them time to consider revisions to their proposal based on the Urban Design Commission's recommendation to reject the project at its meeting on October 19, 2005. The applicant has since decided not to make any changes to their proposal and to proceed with the original request for the nine-story mixed-use building. The following staff report and project plans are the same as previously provided.

PLAN REVIEW

The applicants are requesting approval to demolish a one-story commercial building located on the south side of W. Washington Avenue midway between Bassett and Broom Streets to allow development of a nine-story tall mixed-use building containing 40 apartment units, a 24,000 square-foot fitness facility, 12,000 square feet of office space and 2,500 square feet of first floor retail upon demolition of an existing one-story medical office building. The subject site is a 99-foot wide, 16,335 square-foot parcel zoned R6 that will be rezoned PUD-GDP-SIP to accommodate the proposed development.

Project Site and Surrounding Uses

The subject site is located on the south side of W. Washington Avenue approximately midway between Broom and Bedford Streets and is currently developed with a one-story medical office building occupied by the property owner's optometry practice. The building is a tan brick and stone structure with a flat roof suggestive of late 1950s or early 1960s suburban architecture. Surface parking for approximately 20 automobiles is located along the northern wall of the building and the eastern property line, with access via two driveways located along the north and south side walls of the building.

The site is surrounded by a variety of land uses, with multi-family residences generally containing between two and four units per building located along the northern W. Washington Avenue block face and on the south side of the street at the corners of Bassett Street and Broom Street. Office uses are located adjacent to the site on W. Washington Avenue, including two dental offices located in converted residential buildings zoned PUD-SIP immediately east of the site, and a five-story, 82-foot tall multi-tenant commercial office building occasionally referred to as the AAA Building adjacent to the west. The AAA Building was constructed circa 1964 and includes parking for approximately 30 automobiles in the northern and eastern yards of the site, which like the subject site, is zoned R6. The AAA Building is a nonconforming structure in R6 zoning, which does not permit standalone office buildings. South of the site, two newer apartment buildings have been developed on the north side of W. Main Street, including the 12-unit, three-story Tuscan Place Apartments, which features first-floor retail space, and the 39-unit, four-story City Place Apartments. The remainder of the north side of the 400-block of W. Main Street includes a mix of two to four-unit converted residential buildings and 1960s-era apartment buildings.

The subject property is located on the northern edge of the Bassett neighborhood, which is generally bounded by W. Washington Avenue on the north, Pinckney Street on the east, Proudfit Street on the west and John Nolen Drive and Brittingham Park on the south. The Bassett neighborhood also includes the southwestern quadrant of the central business district and a

mixed commercial/residential corridor between Bedford and Proudfit streets, with a mostly medium-density residential neighborhood consisting of a mix of residence types in between.

The Bassett Neighborhood Master Plan was adopted in 1997 to guide ongoing redevelopment in the neighborhood, which has seen a significant amount of mostly residential development over the last ten years. The neighborhood plan recommends the two blocks of W. Washington Avenue between Bedford and Broom Streets – including the subject site – for preservation of the existing residential character, which features two and three-story multi-unit residences setback from the street. These buildings are generally “house-like,” with gable roofs and front porches. The plan encourages rehabilitation of these structures, with opportunities for selective demolition and infill with buildings “designed with a character and scale that compliments the existing block face.” Densities in this zone are recommended between 26 and 40 units per acre, with unspecified density bonuses to allow “high quality” projects to be built at the middle and top end of the density range. Though the two block faces in question are intended to be predominantly residential in nature, commercial uses may be included.

Condition of Existing Building

The applicant has submitted four photos of the exterior of the existing building as well as a detailed inventory of the building’s fixtures as part of an extensive reuse and recycling plan, though an assessment of the physical condition of the building has not been submitted to support the applicant’s request for demolition. The Planning Unit has not toured the inside of the building, but did conduct its own windshield survey and considers the building’s condition to be commensurate with a building of its age.

Should the Plan Commission approve the redevelopment project and the component demolition, the applicant will be required to submit their reuse and recycling plan to the City’s Recycling Coordinator for approval prior to the issuance of a wrecking permit.

Project Description

The applicant proposes to erect a nine-story, mixed commercial and residential building to replace the demolished medical office building. The building will contain 2,500 square feet of first floor retail space, with a 24,000 square-foot fitness facility to be located on the second and third floors and 12,000 square feet of leaseable office space to be located on the fourth floor. The fifth through eighth floors will be occupied by a total of 40 apartment units consisting of 20 two-bedroom units, 16 one-bedroom units and four studios. A community room of undisclosed size will be constructed on a partial ninth floor, which will be located along the west wall of the building and setback from both the front and rear elevations. The community room is proposed in conjunction with a 9,000 square-foot rooftop garden amenity that will occupy most of the top of the building. [The area of the ninth floor enclosure, which will also include rooftop mechanical

room, is not indicated on the plans.]

The project provides a total of 86 parking spaces to be located on two levels of underground parking and at the rear of the first floor above grade. Fifty of the spaces will be reserved for the tenants of the 40 apartment units at a ratio of 1.25 spaces per dwelling unit. The letter of intent indicates that the remaining spaces will be used for daytime use by the office and retail tenants and suggests that these spaces will be monitored and used by patrons of the office and retail spaces and the fitness center. Staff suggests that the language in the PUD be revised to better specify how the remaining 36 spaces will be allotted, with a better description of what times those spaces will be reserved for certain tenants and/or when those spaces will be available to the public.

Access to the site will be provided by two drive approaches from W. Washington Avenue that will be connected by a drop-off loop adjacent to the west wall of the building. Access to the parking facility will be provided by the northern of these two driveways. The plans do not indicate the direction of travel through the driveways or the location of loading zones, though the applicant has verbally indicated that a trash enclosure will be built into the side of the parking entrance at the northwestern corner of the building. The letter of intent suggests that 60 bicycle parking stalls will be provided, though the letter of intent does not elaborate as to where the stalls will be located and they are not called out on the development plans. The Zoning Ordinance requires one bike parking stall per dwelling unit, or 40 in this case, with the remaining spaces for the commercial uses required at a ratio of one bike stall for every ten automobile parking spaces.

The proposed building represents a modern architectural design and will be constructed primarily of masonry materials. Large masonry block units will form most of the exterior facing on the lower three floors, with brick veneer featured on most of the side and rear walls on Floors 4-9 and the length of the center of the front façade. Metal shingles will be used to wrap the four corners of the building. The front façade facing W. Washington Avenue features floor to ceiling glass on the lower three floors, with metal planters proposed at the center of the façade above the first and third floors and a metal canopy structure to project out over a portion of the circular drop-off area. Each dwelling unit and fourth-floor office space will be provided with a minimum of 80 square feet of outdoor patio space that will be integrated into the four corners of the building and along the two side elevations. A central lobby with elevator bank and stairs will provide access to all facets of the proposed mixed-use building, including the first floor retail space, with the public entrance to the building oriented towards the southern end of the W. Washington Avenue facade. The entrance is shown as a single set of double doors.

Though the plans do not indicate a specific building coverage, the proposed building will occupy a significant portion of the subject site. As proposed, the building, which measures 95 feet above grade to its highest point, with eight stories and 84 feet visible from the street. The building will be set back 14.33 feet from the front property line, which when combined with the large terrace

of W. Washington Avenue, increases to approximately 51 feet from back of curb. The structure will be set back 8.67 feet on both the west and east sides of the buildings, though the western setback is reduced by half by two emergency stairwells located along that façade. The building will be set back only 2.33 feet from the southern, rear property line. A landscaping plan suggests that a mix of unspecified landscaping materials will be planted along the long side walls to soften the building's presence. Staff requests that a detailed landscaping plan be submitted to the Planning Unit should this project be approved.

The Urban Design Commission reviewed the proposed planned unit development on October 19, 2005 and recommended that the project be ~~rejected~~. The report of the Urban Design Commission is attached.

Inclusionary Zoning

The applicant has submitted an Inclusionary Dwelling Unit Plan (IDUP) indicating intent to meet the inclusionary zoning provisions of the Zoning Ordinance, with six of the 40 rental apartment units proposed to be affordable under the terms of the ordinance. All six units will be available to families earning 60% of the area median income (AMI) as allowed for a project containing four or more stories and providing 75% of its parking underground. The six units equal the minimum number of units required by ordinance for this project. A representative number of affordable units are provided, with one studio, two one-bedroom units, and three two-bedroom units, though half of the units are located on the first residential floor (Fifth) and no units are proposed on the Eighth Floor.

The project has earned two incentive points as a result of the overall affordability of the project. The applicant is requesting a density bonus and residential parking permits as incentives with this project. The benchmark density for consideration of a density bonus is based on the existing zoning, or R6 in this case, which has a benchmark density of 72.6 units per acre. The Zoning Ordinance provides a minimum of a ten percent bonus per incentive point (up to three points) for any project, unless a project contains four or more stories and provides at least 75 percent of its parking underground. In that case, a density bonus of twenty percent per incentive point is allowed. The proposed building exceeds the four-story threshold and provides its only parking space underground, so staff believes that the twenty percent bonus can be applied. The density bonus would suggest 87 units per acre could be developed on the site with a twenty percent bonus above the 72.6-unit benchmark using one incentive point, and 101 units per acre could be developed using both points. This results in either 32 or 37 units being built on this 0.375-acre parcel depending on point allocation. However, the 40 units proposed results in a density of 106.67 dwelling units per acre, which exceeds the density bonus the project could be granted under the Zoning Ordinance, and also greatly exceeds the 26-40 unit per acre density recommended by the Bassett Neighborhood Master Plan for this section of W. Washington Avenue.

The Planning Unit would not object to the granting of a residential parking permit for each designated affordable dwelling unit (six) if this project was approved.

ANALYSIS

The proposed mixed-use building cannot be constructed under the existing R6 zoning, which would not permit the proposed building for a number of reasons. The proposed fitness facility is not permitted in R6 zoning, nor are the number of dwelling units proposed or the floor area ratio (FAR) of the building (5.0), which exceeds the 2.0 FAR permitted in R6. Therefore, planned unit development zoning would be required to implement this development.

In reviewing the project, the Planning Unit has identified three specific concerns regarding the proposed development. Among staff's concerns are the design, massing and scale of the proposed building, its compatibility with nearby developments and conformance with adopted plans for the neighborhood, and the precedent that approval of this project will set for other properties not only on this portion of W. Washington Avenue, but also the rest of the Bassett neighborhood and the adjacent Mifflin neighborhood to the north.

Project Appropriateness

On its face, the proposed project far exceeds the density envisioned for this site in the Bassett Neighborhood Master Plan, which recommends selective infill projects at a density of 26 to 40 units per acre for the section of the Bassett neighborhood generally located between Bedford and Broom streets and W. Washington Avenue and W. Wilson Street. The subject proposal proposes a density of 106.67 units per acre. Two recently developed projects located south of the site on the same block, City Place at 432 W. Main Street (72.2 units per acre) and Tuscan Place at 450 W. Main Street (92.3), also significantly exceeded this density recommendation. But in reviewing those projects, the Planning Unit felt that the higher than recommended density of the two projects was offset by the scale and design of the buildings, which were generally compatible with the scale and building mass envisioned under the Bassett Plan, and which also supported the plan's implementation goals to provide a variety of housing opportunities in the neighborhood.

Staff's larger concerns rest with the scale of the proposed building, which far exceeds the scale envisioned for W. Washington Avenue by the Bassett Neighborhood Master Plan. The scale and mass of the proposed building is even greater than the density might indicate because the residential units are located above four floors of non-residential uses. The plan, which was adopted in 1997 as a neighborhood-led planning effort to guide the ongoing redevelopment and preservation efforts in the neighborhood, recommended the two blocks of W. Washington Avenue between Bedford and Broom Streets – including the subject site – for preservation of the existing residential character. This section of W. Washington Avenue largely features between

two and three-story multi-unit residences setback from the street. The plan encourages rehabilitation of these structures, with opportunities for selective demolition and infill with buildings “designed with a character and scale that compliments the existing block face.”

This recommendation was echoed in the 2004 Downtown Advisory Report, which was developed by the City to illustrate the preliminary planning goals and recommendations to be considered for Downtown during the preparation of the forthcoming Comprehensive Plan. In addition to noting that infill development in the Bassett neighborhood be limited to a maximum of three or four stories, the report states:

“Existing buildings along W. Washington Avenue should be preserved to provide a cohesive transition to historic residential neighborhoods north and south of this main corridor. Existing residential uses may transition to mixed residential/commercial uses through selective infill development.”

The nine-story building proposed is three to four times larger in scale to both plan recommendations as well as the buildings on either side of the rest of 400-block of W. Washington Avenue. The sole exception between Bedford and Broom streets is the AAA Building next door, which as noted earlier in this report, is a nonconforming building and the only building in the low-rise section of W. Washington Avenue that exceeds the prevailing two to three-story character. At 82 feet above grade, the AAA Building is notably out of character with the rest of the buildings on the block. It is this building, though, that the applicant has pointed to as the relevant scale and mass for the 84 to 95-foot tall structure proposed for the subject site, although the building adjacent on the other side of the subject site is a two-story residential building that has been converted into an office. It is staff’s opinion that the AAA Building, which is likely to remain for the foreseeable future, should not serve as a benchmark for how new development along this corridor should be patterned. If this scale and massing is the desired future for these two blocks, the adopted plan recommendations need to be addressed by the Plan Commission and Common Council.

While the Planning Unit is generally supportive of mixed-use infill developments, staff questions whether the intensity of the proposed development conforms to the intensity envisioned in the Bassett Neighborhood Master Plan based on the scale and mass of the building. The neighborhood plan encourages commercial development as part of redevelopment of the blocks of W. Washington Avenue between Broom and Bedford streets but is unspecific about what intensity of commercial development can be supported, which currently ranges between dental offices in converted former residences to the AAA Building. However, staff believes that the plan is certain that the scale and mass of any building, whatever the nature of the development, should be designed to fit into the predominantly residential character of those two blocks of W. Washington Avenue.

To date, the boundary between the higher intensity of the central business district and the lower intensity residential character of the Bassett neighborhood has been established at Broom Street. East of Broom Street, building scale and intensity is significantly greater than to the west, with high-rise residential and office buildings either existing or planned to extend along W. Washington Avenue from Broom Street east to the State Capitol. Likewise, buildings along Broom Street have reinforced this distinction between districts, with low and mid-rise buildings like the Madison Senior Center and Meriter Terraces on the eastern frontage providing a step down to the street from higher rise structures on the same block. West of Broom Street in the heart of the Bassett neighborhood, newer development like the Renaissance, City Place, Tuscan Place and Bedford Court projects, have largely been developed with respect to the rhythm and character of the mostly low-rise residential buildings along W. Main, W. Doty and W. Wilson streets. The Planning Unit agrees that the existing one-story building on the site is very much out of scale and architectural character with the other buildings west of Broom Street and supports redevelopment of the site. However, the quality and scale of the existing development does not justify the construction of a building such as the one proposed for this site, which appears significantly oversized compared to the predominant character of the rest of the block and the neighborhoods both to the north and south.

The Planning Unit also has concerns about the exterior design of the building. Given that the prevalent building style along the two-block long section of W. Washington Avenue where the site is located is representative of wood frame, two and three-story construction, there is no other building nearby to truly gauge the architecture of the proposed building by. The AAA Building is representative of very unwelcoming 1950s and early 1960s architecture, with an uninviting streetscape and building facades that feature very narrow windows so as to give the structure nearly blank walls and overall very little relation to its surroundings. Given this poor context, staff is inclined to consider the proposed nine-story building on its own merits. As noted earlier, the building is representative of a modern and somewhat industrial design highlighted by use of metal wall shingles on the four corners, which offsets a significant amount of masonry elsewhere. The applicant suggests in his letter of intent that the materials and design are intended "to lessen the mass of the building," an assertion that staff does not find convincing given the materials used and the bulk of the building, which continues to be far outside of anything else of relevance on this block.

Should this building be approved, the Plan Commission should consider whether the building should be designed to relate better to W. Washington Avenue and its surroundings. Victorian and Tudor styles dominate these two blocks of W. Washington Avenue as well as the area to the north in the Mifflin neighborhood and somewhat less so in Bassett. Since the Downtown Advisory Report and Bassett Neighborhood Master Plan both call for the building stock surrounding the site to largely remain and be rehabilitated, it is important that any new building that is more massive than the existing buildings fit in well architecturally. Rather than a modern building style such as the one proposed, this might favor a building that features a more unified

use of building materials and one with an architectural style more indicative of the period in which many of the surrounding buildings are derived.

The Planning Unit also feels that, should it be approved, certain aspects of this project could be redesigned to enhance the pedestrian feel of W. Washington Avenue. Staff feels that the design in its current iteration does little to improve upon the very poor relation the AAA Building, (which appears to be the benchmark for this project in regards to scale and building mass) has with the street. Streets in this section of the City are largely characterized by lower rise buildings within 20 feet or less of the sidewalk and entrances oriented more to the pedestrian than the car. The proposed building matches the building setbacks present elsewhere on the block while providing some relation to the sidewalk. However, staff feels the project fails somewhat in this mission in part due to the vehicular drop-off loop proposed between the sidewalk and the building façade. The interrelation between the building and the sidewalk is further diminished by a rather underwhelming first floor facade, which features an understated building entrance that seems to suggest to the passerby that all of the building's activities are contained inside, including the first-floor retail, which is intended to provide the building relation to the street. All of this is loomed over by a canopy located above the second floor, which only adds to the building's significant mass and a sense that it does not fit on this street.

Precedent for Additional Redevelopment in the Area

The Planning Unit is also extremely concerned with the precedent that this project will set for redevelopment of other projects along W. Washington Avenue and in the adjacent Bassett and Mifflin neighborhoods as well. Staff is aware of a sentiment by some in the neighborhood as well as others involved with this project that approval of this development would not necessarily constitute a precedent to judge other projects that may be brought forth in the future by. Staff strongly disagrees with this opinion and believes that approval of this project would call into question the commitment to the longstanding planning goals for this area, which have repeatedly called for preservation and rehabilitation of the existing residential building stock with selective infill that respects the character of surrounding residential buildings, and could be seen as a new benchmark for how this corridor and its adjoining neighborhoods are developed in the future.

At the same time that the proposed project disregards the recommendations of the Bassett Neighborhood Master Plan, it also could greatly impact future planning that may occur to guide future development in the Mifflin neighborhood to the north. That neighborhood, which is generally bounded by Dayton, Broom and Bedford streets and W. Washington Avenue, features a similar housing stock to the stock present along W. Washington and in sections of the Bassett neighborhood. The Bassett neighborhood has transitioned in the last ten years from a predominantly student-oriented neighborhood into an area with a much more diverse building stock and resident base that now includes longer-term renters, condominium and detached residence owners and fewer students. Mifflin has experienced much less change and has largely

preserved its student population and character. However, there have been proposals in recent months that indicate increasing interest in redeveloping portions of the Mifflin neighborhood with a development pattern similar to the pattern present in Bassett, all without the benefit of a detailed neighborhood plan akin to the Bassett Neighborhood Master Plan to guide such development. The need for detailed planning for the Mifflin neighborhood has been identified as a component of a detailed master planning document for the western downtown and south campus areas, which is included as an implementation goal in the City's draft Comprehensive Plan. Staff is concerned that any project approved along the south side of W. Washington Avenue may set a precedent for redevelopment with buildings of much greater height and scale on the north side of the W. Washington as well as, by extension, into the Mifflin neighborhood.

Approval of a project so far outside the parameters of the existing planning guidelines in the Bassett and Mifflin neighborhoods should be delayed until the Bassett Neighborhood Master Plan has been thoroughly reevaluated to determine what the future of this segment of the W. Washington Avenue corridor and adjacent Bassett neighborhood should be, and how it would be affected in the context of a project such as the one currently proposed. A similar neighborhood plan should also be developed for the Mifflin neighborhood.

CONCLUSION

The Planning Unit is supportive of the property owner's desire to redevelop his property, which is currently a severely underutilized parcel located along a very significant, high-visibility corridor leading into the City's central business district and the State Capitol. Staff considers the existing one-story suburban-style medical office building to be as out of keeping with its surroundings as the neighboring AAA Building. However, staff cannot support the redevelopment solution proposed. The proposed nine-story building is completely out of character both with its larger surroundings and any planning recommendations for this portion of the W. Washington Avenue corridor or adjoining Bassett neighborhood. Staff feels the scale, mass and design of the building represent none of the characteristics envisioned for the selective infill development recommended in the Bassett Neighborhood Master Plan or Downtown Advisory Report. Staff also questions whether the proposed fitness facility and 12,000 square feet of office are appropriate at this location, which is best characterized as a low to medium-density residential corridor that includes a limited amount of lower intensity commercial uses designed to fit into the residential fabric.

Because the size, mass and design of the proposed building are not consistent with any current or proposed plan for the area and are not compatible with the existing predominant character of W. Washington Avenue, the Planning Unit concludes that this proposed project does not meet the standards and criteria for approval of a zoning map amendment and Planned Unit Development. In specific, the Zoning Ordinance standards regarding zoning map amendments state:

"The Plan Commission shall not recommend adoption of a proposed amendment unless it finds that the adoption of such amendment is in the public interest and is not solely for the interest of the applicant, and further shall not recommend a proposed amendment without due recognition of the master plan of the City of Madison."

In this case, the application is clearly inconsistent with the City's Master Plan. The proposed project does not satisfy the standard that the development "is consistent with the spirit and intent of this ordinance and has the potential for producing significant community benefits in terms of environmental and aesthetic design." In addition, the proposed project does not meet the specific criteria 1.a. and 1.b. for planned unit developments as follows:

- "1. In a planned unit development district, the uses and their intensity, appearance and arrangement shall be of a visual and operational character which:*
- a. Are compatible with the physical nature of the site or area.*
 - b. Would produce an attractive environment of sustained aesthetic desirability, economic stability and functional practicality compatible with the general development plan."*

Because the proposed project cannot meet the standard and criteria for approval of planned unit developments, the Planning Unit recommends that the proposed rezoning of 425 W. Washington Avenue be **rejected**.

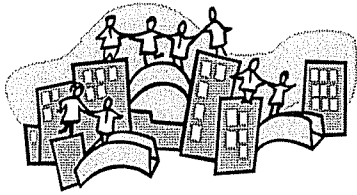
RECOMMENDATION

The Planning Unit recommends that the Plan Commission forward Zoning Map Amendment 3136, rezoning 425 W. Washington Avenue from R6 (General Residence District) to PUD-GDP-SIP (Planned Unit Development, General Development Plan/ Specific Implementation Plan) to the Common Council with a recommendation to **reject** the proposed rezoning and project. Demolition of the existing one-story medical office building should be conditioned upon the approval of the planned unit development.

Should the Plan Commission instead elect to recommend approval of this project to the Common Council, the following conditions should be included:

1. Comments from reviewing agencies.
2. That the development plans be amended per Planning Unit approval as follows:
 - a.) a detailed landscaping plan be submitted that includes details on the size and species of materials to be used;
 - b.) a detailed circulation plan be submitted, paying particular attention to the traffic directions in the driveways, garage entrance and loop drop-off area;

- c.) the floorplans be revised to specifically identify all spaces shown on the plans, including the square footage of the spaces (retail, apartment, office, etc.);
 - d.) the plans be amended to specifically show the bicycle parking areas, and note access paths to those areas if located within the structure;
 - e.) the site plan be revised to label the setbacks from the nearest point of the building to the property line (particularly the west, side elevation);
3. That the zoning text be amended per Planning Unit approval to specifically define the allotment of parking stalls, including the hours of operation specific spaces will be available and to whom, and any monitoring mechanisms that will be employed.
 4. That the applicant receive final approval from the Community Development Block Grant Office of the Inclusionary Dwelling Unit Plan and any related documents prior to recording.



Bassett Neighborhood
Association
A Capitol Neighborhood

November 11, 2005

To: Plan Commission Members

On behalf of the Steering Committee and as chairperson I have sent documentation to you indicating the Steering Committee's work and issues concerning the proposed development for 425 West Washington. I hope this material is helpful in providing you with an accurate perspective as to the issues raised during the process of the neighborhood review of this proposed development.

As you will note by the documents, the Steering Committee attempted to reach consensus on the proposed project. While we all agreed that the developer was attempting to provide a quality project, the scale of the proposed development in relationship to the residential character of the West Washington corridor, as noted in the Bassett Master Plan, was the core of the debate among the Steering Committee members. In the end, this remained the major issue of contention for the Steering Committee in not being able to reach consensus on the project. I am sure that as this proposal moves through the various steps of the review process people will give it a fair hearing. If, in the final determination, the project is approved, the world will not come to an end for those opposing the proposed development. However, from a personal perspective, let me share with you what I think will come to an end.

Steering committees are volunteers. There is no way such a committee can counteract the money, personnel and lobbying the developer can bring to this process. The only thing a steering committee can rely on as a resource and reference is the neighborhood plan and its criteria. Any developer can claim such a plan as outdated even when the very plan itself was created to address the issues the developer now brings before you. If the city truly wants neighborhoods to take a positive role in reviewing future development proposals, then the neighborhood residents and those serving on the various steering committees need to know that their neighborhood plan is relevant and not subject to being dismissed the first time a developer wants to make an exception. So, I don't think the world will end if this project is approved. However, I do think the credibility of the steering committee process will be brought into question and the commitment on the part of neighborhood members to serve on future steering committees will end if a valid neighborhood plan such as the Bassett one, presently supported by other city plans past and present, is rendered irrelevant by the city's approval of this project. Thank you for your time and commitment to making Madison a good place to live.

Respectfully submitted,
Patrick Meehan

Erik Minton
Member 20/15 LLC
21 N. Butler
Madison WI 53703

Peter Ostlind
Bassett District Chair
533 W. Main St. #302
Madison WI 53703

October 18, 2005

Mr. Ostlind,

Thank you for making the arrangements for our final Capital Neighborhoods meeting this past Monday, October 10th, 2005. This meeting was well attended with an excess of 80 participants and concluded a process of 14 meetings on the 425 W. Washington Ave. project with the Bassett District of the Capital Neighborhoods. At the end, we believe that the neighborhoods involvement has made this project better and we are grateful to have had its input.

At the first general public meeting in April of 2005, the neighborhood requested major alterations to the initial proposal. In response the developer undertook a complete redesign of the building removing two stories and implementing a setback consistent with the rest of the block face, in addition to many other requested changes. At the subsequent neighborhood meeting in June, the redesigned project was met with significant support and a neighborhood survey of those in attendance revealed 42 in support and 2 opposed. A neighborhood steering committee was formed, led by Pat Meehan, and after five meetings a majority of the steering committee was found to support the project.

At our final neighborhood meeting on October 10th, a survey of all the attendees concluded there to be 67 in support and 10 opposed. Inside the boundaries of the Capitol Neighborhoods, the attendees were found to be 53 in support and 9 opposed. We have documented the detailed responses on a spread sheet and included them in an attachment.

We now ask that in keeping with the good faith participation and efforts of these neighbors and in keeping with the precedent that you as chair of the Bassett District have established; that you now issue an official letter/position of support for the 425 W. Washington Ave. project by the Bassett District of the Capital Neighborhoods.

Although we are aware that you have a personal objection to this project, we now ask that you follow through with your obligation to the many residents of this neighborhood who have spent their time to demonstrate support for this project through an extensive number of meetings and a full and public neighborhood review process. The objective to hear all voices and concerns has been met over the last eight months and the overwhelming support for this project from neighborhood residents has been demonstrated. Your standard practice in the past as chair of the Bassett District has been to immediately draft a neighborhood letter of a position, either in favor, or against. We ask that you follow through with this protocol and forward this letter of support now.

Thank you for all of your efforts and time.

Sincerely,



Erik Minton & Dr. Bonsett-Veal
Members 20/15 LLC