

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: December 14, 2015

TITLE: 1801 East Washington Avenue –
Development of property adjacent to a
Designated Madison Landmark – the
Yahara River Parkway. 6th Ald. Dist.
Contact: MMP CCG Madison, LLC

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED: December 14, 2015 **POF:**

DATED: December 14, 2015

ID NUMBER: 40361

Members present were: Stuart Levitan, Chair; Anna V. Andrzejewski, David WJ McLean, Marsha A. Rummel, and Christina Slattery

SUMMARY:

Michael Campbell, registering in support and wishing to speak. Campbell briefly described the project and explained that he agreed with the comments related to the architecture in the staff report. He explained that there have been numerous meetings with city staff and the neighborhood and that the development team is trying to incorporate elements related to the comments.

Jeff Vercauteren, registering in support and wishing to speak. Vercauteren explained that the architecture would be revised and that they would review the ramp grading near East Washington. He explained that the proposed massing, scale and overall configuration will remain.

Jesse Pycha-Holst, registering in opposition and wishing to speak on behalf of the Marquette Neighborhood Association, SASYNA Joint Committee. Pycha-Holst explained that this location is unique and very important on the east Washington corridor and on the Yahara Parkway. Because of this important location, the neighborhood is looking for an exemplary design. He explained that he agrees with the staff report comments related to the visually intrusive architecture. He requested that the Commission refer making a recommendation on the proposal so that the neighborhood could formally respond. Pycha-Holst explained that the neighborhood was not in agreement about the massing contributing to the visual intrusiveness, but was in agreement that the materials contributed to the visual intrusiveness.

Anne Walker, registering in opposition, wishing to speak and available to answer questions. Walker explained that the green space of the Yahara Parkway is sacred and that the building interface with the Yahara is very important. She explained that the development proposal should provide more landscape transition space at the edge and suggested an architectural style that relates to the historic O.C. Simons landscape design.

Karen Matteoni, registering in opposition and wishing to speak. Matteoni explained that she is a founding member of the Friends of the Yahara group and that the group hasn't been involved in the review of this proposal. She explained that the design for this location should be sensitive to its context and that the current architecture is not welcoming. Matteoni explained that the adopted plans for the area were not being reviewed.

Jason Tish, registering in neither support nor opposition and available to answer questions on behalf of the SASYNA. Tish explained that SASY agrees that the value of the parkway and neighborhood involvement are very important in creating an appropriate project as this site. He explained that the neighborhood would encourage a more traditional architectural treatment and the removal of the railing at the ramp. Tish explained that he personally finds the massing to be appropriate and that East Washington could tolerate a taller height with a lower height on East Main, but that the height should be held away from the Yahara Parkway.

Campbell explained that generally people like the massing and that the architecture will be revised. Pycha-Holst explained that the neighborhood was strongly for or against the proposed development.

There was general discussion about the ordinance language for Commission review and that the proposed massing seemed to not be so large, but may be visually intrusive. There was also discussion about breaking the length of the East Main elevation.

ACTION:

A motion was made by McLean, seconded by Andrzejewski, to recommend to the Plan Commission and Urban Design Commission that the proposed project is not so large, but is visually intrusive as to adversely affect the historic character and integrity of the adjacent landmark and that the revised design should be informed by staff report comments, the staff email from Stouder, and the need to break the length of the East Main Street façade as viewed from the Yahara River Parkway. The motion passed by voice vote.