

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 19, 2014
TITLE: 802, 854 East Washington Avenue (800 North Block) – Mixed-Use Development with Commercial (Including a Grocery Store), Office and Residential Components in UDD No. 8. 2 nd Ald. Dist. (32089)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 19, 2014	ID NUMBER:

Members present were: Richard Wagner, Chair; John Harrington, Lauren Cnare, Dawn O’Kroley, Cliff Goodhart, Tom DeChant and Melissa Huggins.

SUMMARY:

At its meeting of February 19, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a mixed-use development with commercial, office and residential components located at 802, 854 East Washington Avenue (800 North Block) in UDD No. 8. Appearing on behalf of the project was Ted Petith, representing Gebhardt Development and bark design. Heather Stouder of the Planning Division noted that in the ordinance, for block-long developments there might not be enough flexibility in regards to both the building setback and also with the minimum height requirement (3-stories on East Washington at the 15-foot setback). That might end up resulting in a 3-story wall with little articulation in terms of setback and vertical articulation. In design progressions with this project, Planning Division staff recommend two slight changes to the ordinance that Aids. Zellers and Rummel weighed in on. First, with regard to the minimum height requirement, allow the Urban Design Commission flexibility in deciding that requirement could be lower, or up to 20% of any building length. Secondly, setback flexibility should be added to allow for articulation of long building façades. The Urban Design Commission would be allowed to grant greater setbacks to allow for the articulation of long building façades or for the development of additional public open spaces. These ordinance changes will come before the Urban Design Commission on March 5, 2014.

Plans call for the planting of new trees and varying sizes of planters to be used. The trees on Mifflin Street will remain and where they are missing they will try to add a different variety of tree. The public space is slightly restricted due to Traffic Engineering’s request for an 8-foot terrace, even though the standard is 6-feet. The grocery store will emphasize the corner with a walk-up coffee window and outdoor seating. The commercial area extends back around to Livingston Street with proposed seating on that street as well.

Comments and questions from the Commission were as follows:

- Livingston, let’s do it with articulation. In the length of the grocery store on The Constellation, the elevations you have presented now are very rigid. In the same length you have 4-5 different reads, I would look at the articulation of the grocery and seating areas. Break it down.

- The orientation of outdoor seating spaces on the East Washington corner, I have the same feeling on the Livingston/Paterson side. I don't know that East Washington will ever be a nice place to sit, I'd almost orient those the long way so while you may be entering a space from East Washington, that feels almost like a barrier. Maybe your landscaping on the Livingston side can mirror and create a "canopy" with The Constellation's landscaping, that might help.
 - It'll be a similar palette of plants but there are less trees on Livingston because of code. We're not trying to create private space but congregation spaces.
- On Paterson Street, trying to create connectivity between blocks and embracing people as they dart across East Washington, I believe there are Ginkgos in the park. I would encourage you look at more hardscape at the area of transition rather than landscape.
- Mid-block it seems like your sidewalk patterns are too repetitious. I like the premise but it gets to be so uniform; what happens if you start playing a little bit?
- I like the direction this is going. Keep going but give yourself a stopping point.

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 rating for this project is 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 800 North Block East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	7	-	-	-	-	-	7

General Comments:

- Nice urban development, will enliven East Washington Avenue a lot.
- Nice description. Keep the playfulness.