

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** March 5, 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<sup>nd</sup> Ald. Dist. (32089)

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

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

DATED: March 5, 2014      **ID NUMBER:**

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

### **SUMMARY:**

At its meeting of March 5, 2014, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a mixed-use development located at 802, 854 East Washington Avenue (800 North Block) in UDD No. 8. Appearing on behalf of the project were Christopher Gosch, Garret Perry and Otto Gebhardt, all representing Gebhardt Development. The landscape plan is now a bit more aggregated and less symmetrical to address the Commission’s previous comments. The walkway coming off of Mifflin Street has a better flow now with a more narrow driveway. The planters throughout the site will be varying heights to create a more dynamic element against the building. Two projecting elements on Paterson Street and East Washington Avenue have been made more pronounced which helps to break up that elevation. On the Mifflin Street side they have added additional limestone panel with bump-outs to keep the façade from appearing too flat. They are still in the process of working with the grocery store, so they cannot show the articulation on the Livingston Street side at this time; they will work to define the Livingston Street side.

Comments and questions from the Commission were as follows:

- Is it possible that your planters will still allow space for outdoor displays for the market?
  - Yes, there is a definite opportunity to add physical elements.
- Intriguing pavement.
- Check out what’s been done at Yarmouth Crossing, how 10 or 15 years later, how that looks. Make sure you run that through with your details to give us a quality design that’s going to last.
  - The joint detail. We’ll come up with a detail that’s very durable. Even with that detail they’ll try to patch it, and the patch will never match. If using a stain would be as successful and be more consistent, just consider that.
- Clearly Livingston is still a work in progress. The ground floor level of the Livingston Street façade is not sufficiently detailed or articulated.
- Where are they at with getting the ordinances changed?

- We can't put it back on the agenda until March 19<sup>th</sup> (staff). The schedule will have to be adjusted to get to the Council. The amendments are amendments to the district so we have to make a recommendation. It can still go forward with initial. We can express support for the two ordinances that would be compatible with this development. One is the amount of bulk and mass at the setback, it gives us greater flexibility, and one deals with height.
- How much of the glass shown on the grocery is translucent? How much is vision glass?
  - It's all vision glass.
- Based on what we're being shown, we don't see articulation on Livingston.
  - Correct, I'm still working on that.
- Why the fabric awnings?
  - I would have no issues removing them.
- Whose seating is that along Livingston?
  - That's for the grocery store for their prepared food, the walk-up coffee window and there was some discussion of doing, in the summertime, they would have a grill out there and prepare foods on-site.

**ACTION:**

On a motion by Huggins, seconded by Harrington, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for support for the changes in the companion ordinances required to support this development, in addition to looking at alternatives to canvas awnings, more detail and address of staff comments regarding articulation of the Livingston Street façade, along with other street level façades.

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 8.

**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
<b>Member Ratings</b>	-	8	-	-	-	-	-	8