

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 17, 2014

TITLE: 2401 East Washington Avenue – PD-SIP,
Phase 1 of UW Health Clinic and Signage
Plan at Union Corners in UDD No. 5. 6th
Ald. Dist. (34366)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 17, 2014

ID NUMBER:

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

SUMMARY:

At its meeting of September 17, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PD-SIP located at 2401 East Washington Avenue for Union Corners in UDD No. 5. Appearing on behalf of the project were Michael Brush, Theresa Soik, representing UW Health and Mary Beth Growney Selene. Registered in support and available to answer questions were Joe Porter and Joe Schwenker. Pervious pavement areas around the center islands will remain in order to get the canopy trees to fit and improve their viability, they didn’t feel they could widen those to 9-feet. They added 8 small parking stalls and found some additional greenspace so that now when you drive in you will see an end cap with nice plantings that will also screen the parking. They were unable to use that to create another end cap. There are never more than 12 cars in a row. To create a more pedestrian-friendly environment they have moved the ramp enclosure over closer and created a garden wall, changed the sidewalks to taper in and welcome you into the opening. The transit hub canopy is gone as B-Cycle is not interested in participating at this location. They highlighted the entrance more with the use of limestone.

The Secretary noted that most of the signs are consistent, with the one sign that used to be on the entry feature and is now on the wall needing to be directly abutting the off-street parking area or directly facing the street, unless the Commission approves it as is. Matt Tucker, Zoning Administrator, had stated to Mary Beth Growney Selene that he was fine with the sign location in relation to the site plan.

Theresa Soik of UW Health informed the Commission that they are still working with Gorman and Company on the financial structure.

Comments and questions from the Commission were as follows:

- Looks like you’ve addressed many of the things we talked about last time.

- This should not set a precedent for buildings along public street fronts that do not have any penetrations (pedestrian entries).

ACTION:

On a motion by Harrington, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-1) with Slayton voting no. The motion also approves the proposed signage for the project.

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: 2401 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	7	-	6	6	8	7