

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** January 13, 2016

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: January 13, 2016      **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Sheri Carter, Dawn O’Kroley, Cliff Goodhart, Lois Braun-Oddo and John Harrington.

### **SUMMARY:**

At its meeting of January 13, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of revised elevations and lighting/photometric plans located at 802, 854 East Washington Avenue in UDD No. 8. Appearing on behalf of the project was Christopher Gosch, representing Gebhardt Development. Gosch discussed working through the final grocery store elements, and returned with a couple of options to meet the condition of breaking up the horizontal massing on the East Washington Avenue elevation. They propose taking the corner entry mass, matching the color of the existing balcony, creating a solid mass and extend the vertical canopy supports while adding reveals along the band separating the grocery store from the commercial. Another option would be to extend the awning out from the change in plane and color of the grocery store, the activities would still remain the same. The proposed lighting is horizontal neon with new photometric data submitted. There is a proposed window change for one tenant on the side that faces Mifflin Street. The Secretary noted that under both options, this façade is different than the façade the UDC reviewed the Comprehensive Design Review package under. The configuration of that sign is different and probably taller, which means if this façade is approved, the Comprehensive Design Review would have to come back to the UDC as a formal amendment that would require a public hearing.

Comments and questions from the Commission were as follows:

- The problem with the awnings and the trees is it looked like they’re attached to each other. I’m not sure how much space you have in there.
  - We’ve got 15-feet between the property line and the store.
- Or try an awning with a slight angle so it doesn’t look like it’s jammed right into the trees.
- Can you look at applying a canopy or other element at the entry to create a secondary read within the grocery store entry? Your previous elevation had a very elegant layering of rhythms. Is there a way that we can work with what’s there and still gain this secondary rhythm?
  - Functionally we’re going to have tables out there, and a walk-up coffee window. We have an aluminum awning on the second floor as well.

- I struggle with that minor change in plane from the masonry to the composite material, and that the composite material is flush with the composite material above and the composite material to the east. I don't think it's going to have that strong anchor kind of knuckle. Is there a way you can apply a material that projects out of the brick?
  - We looked at just doing a projectile border around it, or bumping it out past the brick. Either one of those is an option.

**ACTION:**

On a motion by O'Kroley, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for adjustment of the awning to make room for trees, in addition to making the secondary rhythm stronger by applying a canopy at the grocery store entry on the second floor and resolving the problem with a change in plane by applying a material "proud" of the brick.

No rankings were provided for this project.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 802, 854 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	5	-	-	-	-	6	-

General Comments:

- Awning, lights.