



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 2802 E Johnson St. (District 12 – Ald. Palm)  
**Application Type:** Initial/Final Approval  
**Legistar File ID #** 44946  
**Prepared By:** Jessica Vaughn, AICP, Planning Division

The applicant is requesting INITIAL/FINAL APPROVAL for the redevelopment of a site located within Urban Design District No. 5. UDD No. 5 was "...established to improve the appearance of a major transportation corridor east of the Capitol Square which constitutes a major entrance to the City of Madison" (Section 33.24(12), MGO).

Pursuant to Section 33.24(4)(e), MGO, new development within an Urban Design District shall be approved by the Urban Design Commission (UDC) prior to the issuance of any building, demolition or excavation permits therefor.

**Project Statistics**

Site Area: 0.32-acre site  
Zoning: Commercial Corridor-Transitional (CC-T)  
Comprehensive Plan: General Commercial (GC)  
Emerson East-Eken Park-Yahara Neighborhood Plan

**Development Proposal**

- Demolition of the existing one-story building
- Construction of a two-story building for auto repair station
- 4,100 sq. ft., including office/waiting area and eight garage bays
- Two-story/24' element
- Split face CMU, aluminum storefront, aluminum and glass roll-up garage bay doors

**Design-Related Issues:**

The following design related key issues have been identified. Staff requests that UDC address the following items in their comments and recommendation.

- **Site Design.** As indicated on the site plan, the project site will be developed at 83% lot coverage. While UDD No. 5 does not specifically speak to lot coverage, there are opportunities to minimize the overall amount of paving on the project site, including minimizing the drive aisle widths down to 24 feet. This would be consistent with the goals and design guidelines identified in the Emerson East-Eken Park-Yahara Neighborhood Plan that speak to limiting stormwater runoff.
- **Building Design.** The project site, located at the intersection of E Johnson Street and E Washington Avenue and with frontage along N Lawn Avenue, is highly visible. As such consideration should be given to:
  - Minimizing blank walls, especially along the north and west elevations both as a result of the interior floor plan and aluminum garage doors;
  - Access is taken from three sides of the building, as such an active, identifiable building entry should be oriented towards the parking lot. Consideration should be given to extending the same or similar treatment of the entry that is present on the west and south elevations, including extending the sidewalk; and
  - Utilizing materials consistently on all four sides of the building, including garage doors, awnings and glazing. Adjustments to the floor plan may need to be made to accomplish this goal.

*UDD No. 5: Large, unbroken exterior facades should be avoided.*

*All building elevations are of importance and should be carefully designed.*

- **Landscaping.** As indicated on the landscape plan parking lot screening is largely being provided in the form of deciduous shrubs. In order to provide year-round screening, consideration should be given to utilizing a combination of planting/fencing that will provide year-round screening.

*UDD No. 5: Landscaping shall be used for functional as well as decorative purposes, including screening.*

Landscape should include a selection of plants which will provide interest and color during the entire year.

**Staff Recommendation.** Planning Division staff recommends that the Urban Design Commission grant initial approval with the following modifications to be considered at the time of final approval:

- Reducing the overall amount of impervious surface which will provide for more landscape and water quality opportunities across the project site;
- Utilize plantings that will provide year-round screening, especially along the north side of the project site;
- Minimize blank walls on the north and west elevations; and
- Provide an active, pronounced building entry along the north elevation.