

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 26, 2017

TITLE: 303 North Lawn (Formerly 2802 East Johnson Street) – New Construction of a Single-Story, 3,750 Square Foot Automotive Repair Shop in UDD No. 5. 12th Ald. Dist. (44946)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Jessica Vaughn, Acting Secretary

ADOPTED:

POF:

DATED: April 26, 2017

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, John Harrington, Cliff Goodhart, Lois Braun-Oddo, Tom DeChant, Rafeeq Asad, Michael Rosenblum and Amanda Hall.

SUMMARY:

At its meeting of April 26, 2017, the Urban Design Commission **REFERRED** consideration of a single-story automotive repair shop located at 303 North Lawn. Appearing on behalf of the project were John Seamon and Jeff Bernstein. Seamon presented updates to the project in address of the Commission’s previous comments, including the two-story fenestration and second story windows (address of mullion spacing) in relationship to the lower storefront, a small screen element for the energy recovery unit, shifting of building entrances and landscaping. Building material samples were shown. He requested ideas for landscape solutions.

Comments and questions from the Commission were as follows:

- You have the landscape points but you also need screening. We don’t want to see just mulch beds. You could stagger the Chokeberries. Possibly on the east side where you also have Viburnums, you might go with a lawn there instead of the Black Eyed Susans. The Boxwood on the northwest side, I’m really concerned they’re going to winter burn. The Black Eyed Susans are nice looking but they’re not going to last long. You could mix them in with another perennial that would be longer-living. The big thing is it’s going to be difficult to do a whole lot of thinning because you’ve got screening requirements. You could get rid of the decorative boulders.
- Rather than different building materials, maybe the plants will be what breaks it up for you.
- You could put several upright pyramidal trees and space them out to get vertical play with that wall.
 - This façade is clearly the most banal façade. We were happy to back this building up to that property because it seems like residential, but the house is owned by Ella’s Deli and is used pretty much for storage. It fit well in the overall site planning to back up to that.
 - What about this Gingko, can that go away?
- Is visibility the issue?
 - Yes, and for ways to reduce the cost and move forward.
- Canopy trees are important for heat effect.
- I agree you need something there. The south side is the public side.

- Along the north side, we have a long line of deciduous shrubs that for about 6 months out of the year will look like piles of sticks. Have you given any thought to breaking that up a little bit with something ultimately not deciduous?
 - I can't answer the question directly, not being a landscape architect. But we are fine if to change that.
- One reason for doubling it up is it would help with that. But Evergreen shrubs are going to raise your prices more. But I think that that long line of Chokeberry is not the most attractive thing. If you double row it, I think it would be enough screening. I might mix the Viburnum and the Chokeberry in there so you have maybe a grid, not just huge monolithic plants.
- This is a rather prominent corner so to have something nice there is key.
- If with the comments you made replacing some of the plant species, can we approve the architecture and have the landscape plan come back?
- Your sign, can you help me understand that a little better. It doesn't seem like it really stands out from the building that much. Can you punch it up a bit?
 - We're not here for signage approval, we'll have to come back.
 - The schedule is really important. If there's a way to find a solution tonight so we can move forward, I really would like to do that.
- You've heard quite clearly not to cheapen the landscaping. There may be some adjustments that are needed in terms of species but there's no desire to cut it back.
- I'm not comfortable with what I'm hearing.
 - We could be really clear along this edge about what is deciduous and evergreen, increasing the amount of plants, if we did that, and getting rid of Black Eyed Susans, reduce the mulch and increase the lawn.
- You could leave the Viburnums or go with something more vertical and I think it would be nicer looking.
 - I think that makes tons of sense. If I can understand that clearly, that's exactly what we will do.
- We're going to need to see an updated plan, I think you're going to have to come back.

ACTION:

On a motion by Asad, seconded by Rosenblum, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (6-2) with DeChant and Braun-Oddo voting no.