



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 1314, 1318, 1326 E. Washington Avenue
Application Type: New Development in UDD #8 – Initial Approval Requested
Legistar File ID # [52084](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Mark Smith; Gorman & Company, LLC, 200 N. Main Street, Oregon, WI 53575

Project Description: Construct six-story mixed-use building with 5,000 square feet of commercial space and 59 apartments in Urban Design District No. 8. (*Revised Plans*)

Project Schedule:

- The UDC received an Informational Presentation on **July 18, 2018**.
- The project is scheduled for Plan Commission review on **November 5, 2018** and Common Council Review on **November 20**.

Approval Standards:

The UDC is an approving body on this request. The site is located in Urban Design District 8 (“UDD 8”), block 7D, which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(15).

Summary of Design Considerations and Recommendations

Staff recommends that UDC Staff review and comment based on the specific Guidelines and Standards of UDD 8 and also refer to the report from the July 18, 2018 meeting. Please note that the proposed design has changed significantly in that the lower level parking was removed and a second level parking area was added to the design, significantly changing the building composition and height from five to six stories.

In making their recommendation, staff requests that UDC comments include feedback on the following items, in addition to other comments.

- Provide comment related to the composition of the blank walls on the eastern and western facades. Staff have concerns on the lack of articulation on these very visible facades, as proposed.
- Provide comment related to the overall detail on the building colors and materials
- Provide design guidance and comment on the overall composition of the townhomes on the rear of the building (i.e. scale and design of the windows and doors and overall modulation and articulation)
- Provide comment on building scale and massing, its appropriateness along E Washington Avenue and adjacency to residential properties.