

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** October 24, 2018

TITLE: 1314, 1318, 1326 East Washington Avenue  
– New Development of a Mixed-Use  
Building Containing Ground Floor  
Veterans Service Provider with 59  
Apartments Above Located in UDD No. 8.  
2<sup>nd</sup> Ald. Dist. (52084)

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary      **ADOPTED:**      **POF:**

DATED: October 24, 2018      **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Cliff Goodhart, Jessica Klehr, Tom DeChant, Craig Weisensel and Amanda Hall.

### **SUMMARY:**

At its meeting of October 24, 2018, the Urban Design Commission **GRANTED INITIAL APPROVAL** of new development of a mixed-use building located at 1314, 1318, 1326 East Washington Avenue in UDD No. 8. Registered in support of the project were Mark Smith and Nicole Solheim, representing Gorman & Company; and Justin Frahm, representing JSD Professional Services, Inc.

The team recapped the timeline and history of the project, noting their request for initial approval to have the rezoning complete in time for their WHEDA application. They reviewed the site and existing context, the proposed housing components and supportive services, which will be offered on the first floor. Two-story townhouse units will sit at the back of the building. The site plan is consistent with what the Commission previously saw at the informational presentation. The site is currently 100% impervious; the current site plan reduces that by 20%. Since the informational presentation the team has looked more closely at the front street composition, integrating landscaping, adding additional trees in a double row and seating areas, and focusing the entrances relative to the streetscape up front. Additional landscape features and bicycle parking have been added at the access points. The initial trash enclosure has been removed. The rear of the site is where the limited open space is located, and will provide activity for children with a playground, landscape screening to the adjacent properties and a turf area. There is a fence currently in place between the daycare parking area and the back of this site that will be maintained, and additional trees will be added in and around the playground area.

Smith talked about the property boundaries and the relationship of the building mass relative to how it occupies the site. They are limited to five-stories, with a conditional use to add a sixth story. Urban Design District No. 8 calls for 5-8 stories, and the neighborhood plan calls for 5-stories with 8-stories at the setback. They are taking advantage of the zero lot line for commercial properties to maximize the open space on the west, and it allows for a bit of on-site parking and fire lane access. They have held several neighborhood meetings where shadows were of concern; shadow studies were shown.

The Commission discussed the following:

- People coming into town are going to see a five-story blank wall. I look at this and see a freeway barrier, it's really unattractive. You have an opportunity to design something here, this is a sad design.
  - We have a zero lot line condition and true fire wall, so the material is going to be something inflammable. We do have some ideas (murals shown). We're also preparing for development next door. It's really a blank sheet of paper right now and could add a lot to the design of the building.
- Murals are often less than stellar artwork.
- You have a sheer wall on both the east and west. I suggest you splurge on that first full height sheer wall. In context with Pasqual's, it's really that tall piece that I would focus on and make the rest a background. It could really be neat, especially if you give it some relief or texture.
- What about stormwater management for runoff from the site? I know it went up because of the flooding, but that doesn't help the residents around you.
  - We're meeting the volume and TSS controls on-site through two components: the rear is a swale with drainage and underneath the parking surface itself are significant chambers to handle the volume. It drains positively away from the adjacent property.
- Regardless of future development, I would want the symmetry to be the same on those corners.
- Art on a building has to be timeliness. Given the targeted population for your building, whatever you put on that side should be in memorial or remembrance. You could work with the Veteran's Foundation.
- Did you get feedback from the neighborhood on the playground? There aren't really eyes on that space.
  - It seemed like most of the concern had to do with a sturdy fence that was not too high or too short.
  - There will be sight lines from the upper units. It's also why we added the first floor townhouses to activate that space. There will be security cameras throughout the whole site as well.

**ACTION:**

On a motion by Goodhart, seconded by Hall, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0).