

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 27, 2019

TITLE: 4706 E. Washington Avenue – New Multi-Tenant Commercial Building in a Planned Multi-Use Site Located in UDD No. 5. 17th Ald. Dist. (54428)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: February 27, 2019

ID NUMBER:

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

SUMMARY:

At its meeting of February 27, 2019, the Urban Design Commission **REFERRED** consideration of a new multi-tenant commercial building in a planned multi-use site located at 4706 East Washington Avenue in UDD No. 5. Registered in support of the project was Brad Koning, representing Sketchworks Architecture, LLC. Koning reviewed the site location and context. There is an adjacent 2 story building. The existing site used to have a 2 story building on it which is gone now. Existing grading conditions impacted the site layout and placement of proposed building, with parking in back. The building sits up on a plinth, raised up from sidewalk. Koning presented examples of other projects with similar development solutions. The landscape plan and proposed tree locations, the use of low plantings along foundation wall, and site lighting at entries and at parking lot was reviewed. The proposed floor plan has the potential for 3 tenants. The proposed building relates to existing building with brick and cement board panels. The lap siding and signage bands are made of EIFS. Storefront windows are on both front and back facades. West facing elevation also has some windows and the East elevation grade is directly adjacent to building slopes up. Review of 3D sketch up models.

- We see this all the time, the front entrance ends up at the parking lot. It is designed with windows facing E. Washington. Do you need entrances facing parking lot? Can you have people walk around the building?
 - Good idea, but not sure that people will follow that.
- Guessing people will take advantage of the parking on side. Concerned this is bait and switch and the E. Washington façade will end up with blinds/coverings.
 - We are working with tenant to make sure that there is function on the street side.
- If it is designed this way, they will end up doing it.
- Refer to precedents. There is a Paradox in the staff report – put parking in back and entry facing street. Recommend that you put parking in front – this is a street oriented part of E Washington.
- Is it possible to turn the building 90 degrees and have it face to the side?
 - We have a lot of grade we are dealing with.
- Turn the building 90 degrees, but we still want some entrances facing the street. Face west with some entrances and one facing Washington

- Stanton optical works that way. A little bit of parking in front of it.
- Back parking may feel like overflow.
 - People will drive to the front door, which is currently in back.
- Confirming front door is facing the back.
- If the front door is not in front of building, it is not oriented toward the street
 - If we push the building back, you won't see the building at all
- The way it is oriented, it is hard to know where to put signage. Which side would be the best for signage?'
 - We'd have signage on both sides.
- Part of the reason it is hard because it is a flat building. It is a box. Very little design. Look at some examples – some are small, but have detail, tectonics. When I first saw it, I didn't know what it was. Too square. Even if put signage above, still think it needs some type of depth, something to highlight the entrance.
 - Traditionally retailers want a rectangular space. We want to maximize glass.
- How is this building going to fare in 5 years? It will be severely dated. A building can still be simple, but have a little more design. If you took those storefronts off, what do you have?
- There needs to be a consensus on the site plan.
 - We are dealing a lot of grade difference.
- Push building back. Frontage road – not convinced if push back that no one will see it.
- Agreed – give the building a true front. Wants to face E. Wash.
- Recommend, orient to the street first, with parking in front.
- Put parking lot in back, entrance off side – make building more narrow, elongated. Applicant need to decide/make
- Allow the applicant to make choice to put parking on side or front. No false double sided building.
 - we are 17', if put building back – it will be buried. Previous building was at top of hill.

ACTION:

On a motion by Braun-Oddo, seconded by Weisensel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (7-0-1) with Asad abstaining.

The motion to refer noted the following conditions:

- Give the building a true front facing face E. Washington
- Consider entry on sides and/or front (E. Washington)
- Allow the applicant to make choice to put parking on side or front
- No false double sided building.