

# PLANNING DIVISION STAFF REPORT

July 1, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 3074 & 3098 E. Washington Avenue  
**Application Type:** Parking Lot Modifications in UDD No. 5 – Final Approval is Requested  
**Legistar File ID #** [60781](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Michael McKinley, Gently Automotive, LLC dba Apex Auto/Tim Faber, Corex Construction and Excavation

**Project Description:** The applicant is seeking final approval to rebuild an existing parking lot 3074 E. Washington Avenue and expand it on to adjacent undeveloped property at 3098 E. Washington Avenue in order to create an expanded parking lot for additional inventory and customer parking for an automobile sales business.

### Project Schedule:

- The Plan Commission is scheduled to review this project on July 27, 2020

### Approval Standards:

The UDC is an **approving body** on this request. The site is located in Urban Design District 5 ("UDD 5"), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that [UDD 5](#) in MGO Section 33.02(12).

## Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC provide comment on the UDD No 5 requirements for the site plan, landscape plan, and exterior design and their relationship to the larger area context. Staff request that careful consideration be given to the adequacy of landscaping and tree islands.

### Design considerations for UDD No 5:

- Public Rights-of-Way.
  - Requirement. Public rights-of-way shall be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the City Forester, after consultation with the Urban Design Commission.
  - Guidelines. The appearance of the public rights-of-way is of importance in view of the mixed land use patterns which characterize the designated transportation corridors. The treatment of these rights-of-way should achieve a degree of visual continuity.
- Off-Street Parking and Loading Areas
  - Requirement-The quantity of parking and service areas as well as the tree islands on the interior of new parking areas shall conform to the provisions of Chapter 28 of the Madison General Ordinances. No new parking space shall be more than seventy (70) feet from a canopy tree of at least 2-1/2 - 3-inch caliper.
  - Guidelines - Whenever possible, parking areas shall be located to the side or to the rear of buildings rather than in the front.

Staff recommends the UDC provide feedback on the following:

- Consider existing East Washington area context and how it relates to the new development.

- Review **landscaping** and parking layout as they impact site circulation, heat island effects, and views from East Washington.