



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2902 East Washington Avenue
Application Type: New Mixed-Use Development in UDD No. 5
Initial/Final Approval is Requested
Legistar File ID # [60546](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Anne Morrison with 2902 East Washington Avenue, LLC

Project Description: The applicant is seeking initial/final approval for a new mixed-use development that includes a four to five story building that fronts both East Washington and North Lawn Street with a single story connector common area element. The building will contain a total of 135 residential units and 8,000 s.f. of retail fronting East Washington.

Project Schedule:

- The UDC received an informational presentation on May 27, 2020
- The Plan Commission is scheduled to review this project on July 27, 2020.
- The Common Council is scheduled to review this project on August 2, 2020.

Approval Standards:

The UDC is an **approving body** as the site is also within Urban Design District 5 ([UDD 5](#)), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(12).

Note: Zoning has found that the project meets the standards regarding façade articulation.

Summary of Design Considerations and Recommendations

Staff recommends that the UDC review the project against the requirements and guidelines for UDD 5. Those standards require that development meet the requirements and conform as much as possible to the guidelines. UDD 5 was established to improve the appearance of a major transportation corridor east of the Capital Square which constitutes a major entrance to the City of Madison, to preserve and enhance the property values in the District, and to avoid a substantial depreciation of the property values in the District. Design requirements and guidelines were established for new developments in these corridors that are visible from the roadways.

Staff asks that the UDC to give careful consideration and provide specific comments regarding the five-story mural element, which is among the proposal's more prominent features. Staff again note that there is not a similar precedent in the City in terms overall scale or use as a primary façade. This feature has been revised since the informational presentation. Based on discussions with Zoning staff, the mural and associated facades do comply with applicable zoning standards for façade articulation. Staff requests comments are provided regarding that mural's integration with the overall architectural composition, including the adequacy of changes of plane in the front façade in which the mural will be placed.

Staff further requests that UDC also comment on the overall architectural composition, materials, and open space design. Finally, staff advises the UDC to provide comment regarding the relationship of the proposed building to the commercial East Washington corridor as well as the more residential character of North Lawn Avenue.

Staff recommends that the Commission refer to their comments from the May 27, 2020 informational presentation:

- Successful plan, blends into the residential neighborhood really nicely.
- Provide more detail on the one-story connection between the 2 buildings.
- Splitting building into two masses creatively addresses a difficult site that faces two very different urban contexts.
- Concerns regarding contrast of mural side of building on E. Washington and the side facing Moka is pretty stark. Could some of that color be added to this side?
- I like the restrained material palette and horizontal rhythm of the N. Lawn building.
- The mural is a great idea. In contrast, the brick detailing and the cement fiber board currently looks like commercial space more than residential.
- Study the size and the way the windows are framed in the cement board, which is then set in voids in the brick without the detailing of sills and headers is more of a commercial look. It looks harsh in comparison to the playfulness of the mural.
- Very handsome buildings with especially nice articulation of the masonry around the windows and between floors.
- Provide more detail on the mural. Appreciate the strong commitment to the mural, but curious about details. Mural dominates East Washington elevation and should be designed & reviewed by UDC. It's the one element of this design that might feel dated in 15 years. Consider mural theme that recalls Ella's.
- Like simplicity of design, substantial use of masonry with cement board as *detail*, not primary surfacing on E. Washington building.
- Provide more detail on Landscaping. Would like to see ambitious foundation plantings, courtyard details. Glad to see fence (make it a nice one) and landscaping on N. Lawn border with single family home.
- Ensure lighting on N. Lawn Avenue building is sensitive to residential character of that street.
- Provide more detail on signable areas.
- The reduction in scale and allowance for deeper setback are appreciated.