

# **2902 East Washington Avenue**

## **Final UDC Materials**



# Redevelopment Site

UDC Final  
Presentation  
July 1, 2020



The Site is 1.66 Acres and is on the edge of the Eken Park Neighborhood, near the intersection of East Washington Avenue and Highway 30

The Site includes three contiguous parcels all zoned CCT. The Site includes the former Ella's Deli Building, a house which was used as a Ella's Deli office and an office building at 401 North Lawn. The site is dominated by surface parking and unsustainable uses, but because of its proximity to mass transit, the bike path and other amenities, it is an ideal place to add needed housing.

# Project Team Experience

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Our team is known for its high quality mixed use projects in transitional neighborhoods. Our team's work includes the design and development of 1722 Monroe Street, Capitol Hill Apartments, Mint Mark and the award-winning Quarter Row Apartments. We will bring the same thoughtfulness and care to 2902 East Washington Avenue.



Zoning

The Site is zoned as Commercial Corridor-Transitional District (CCT) and no changes to zoning are requested.

“The CC-T District is established to recognize the many commercial corridors within the City that remain largely auto-oriented, and to encourage their transformation into mixed-use corridors that are equally conducive to pedestrian, bicycle, transit and motor vehicle activity.”

Imagine Madison Comprehensive Plan:

Site is planned as Community Mixed Use which calls for a “Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor”

Urban Design District 5:

Urban Design District No. 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.

Project Details:

1.66	Acre Site
135	Residential Units (reduced from 166)
82	Units/Acre
	(Comp Plan calls for up to 130/Acre)
4-5	Stories (reduced from 6 stories)
107	Underground Parking Stalls
11	Surface Parking Stalls
20%	Accessible Units
135+	Long Term Bike Stalls
8,000sf	Approximate Commercial SF

# Existing Conditions

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The Site on the north side of East Washington Avenue. It is on the same block as the shuttered KFC restaurant, the existing MOKA drive thru coffee shop and the Car-X Tire and Auto building.



The site wraps around the existing Car-X Tire and Auto building (approved by UDC in 2017) at the corner of East Washington and East Johnson Streets.



# Neighborhood Context | East Washington

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The East Washington context is high speed, and boisterous. It's a diverse mix of uses and building types with relatively little harmony. The Site is surrounded by bright signs and colors, drive thrus and a handful of local establishments.

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# Neighborhood Context | North Lawn and Algoma

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The North Lawn and Algoma Street context is quieter and transitional. Here you can find one family, two family and larger residences as well as a handful of local businesses.

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# Mural Art Context

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For several years, murals have been popping up throughout the neighborhood. Many of the images shown here are from the Madison Mural Alley project which is across East Washington and behind the Hawthorn Library. We are proposing to commission a mural for one face of the building. The mural location is identified in the submittal but the specific piece has not been designed. The art piece would be presented in a separate location to UDC at a later date.



# Design Precedents

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We studied 4-5 story buildings in transitional neighborhood blocks and the use of wood-like materials

A mural is a way to create whimsy in highly trafficked urban area with a growing mural art scene.

We looked at 5-6 story buildings on busy commercial corridors



We want the building to feel like home and for the courtyard to be an oasis



# Aerial View

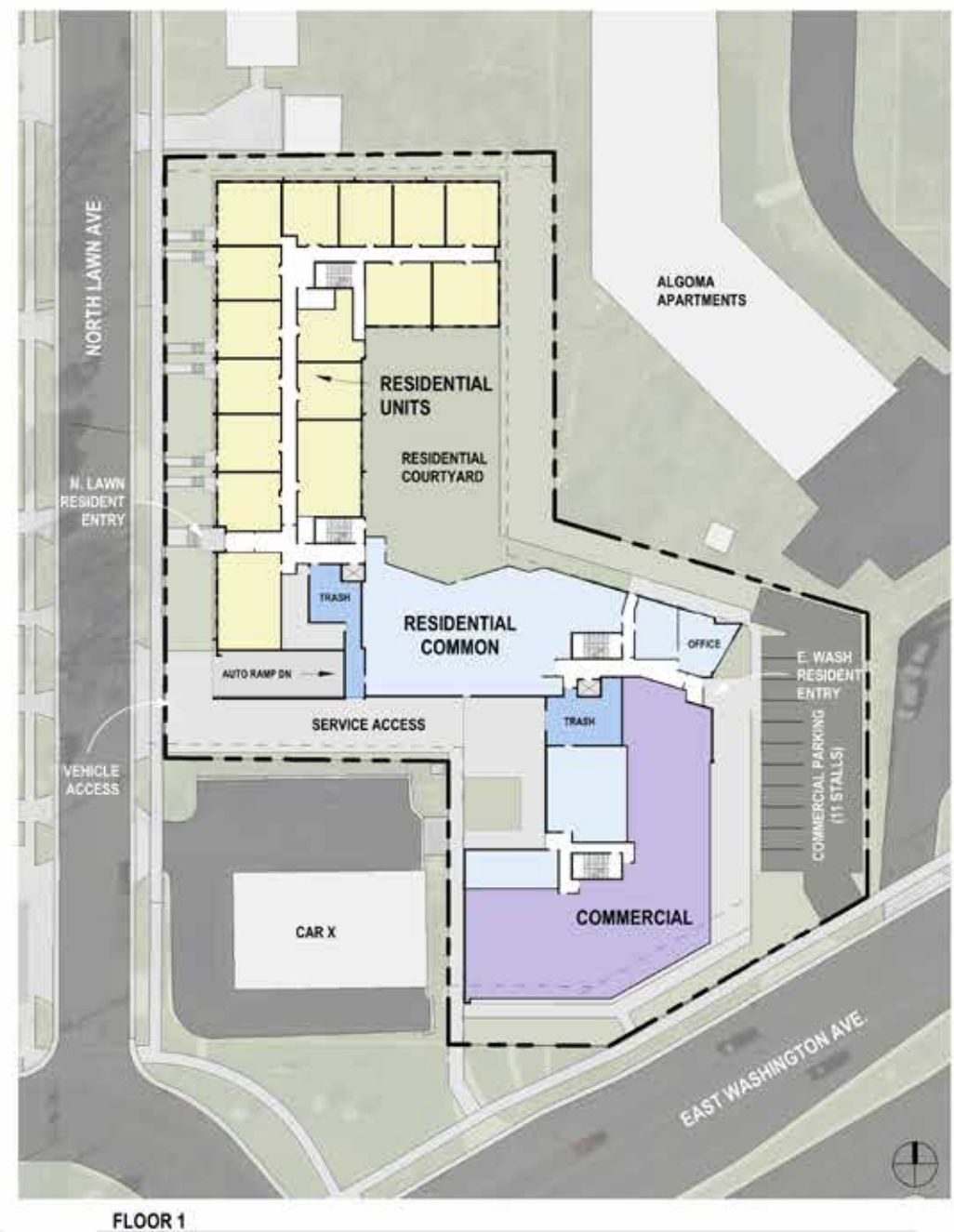
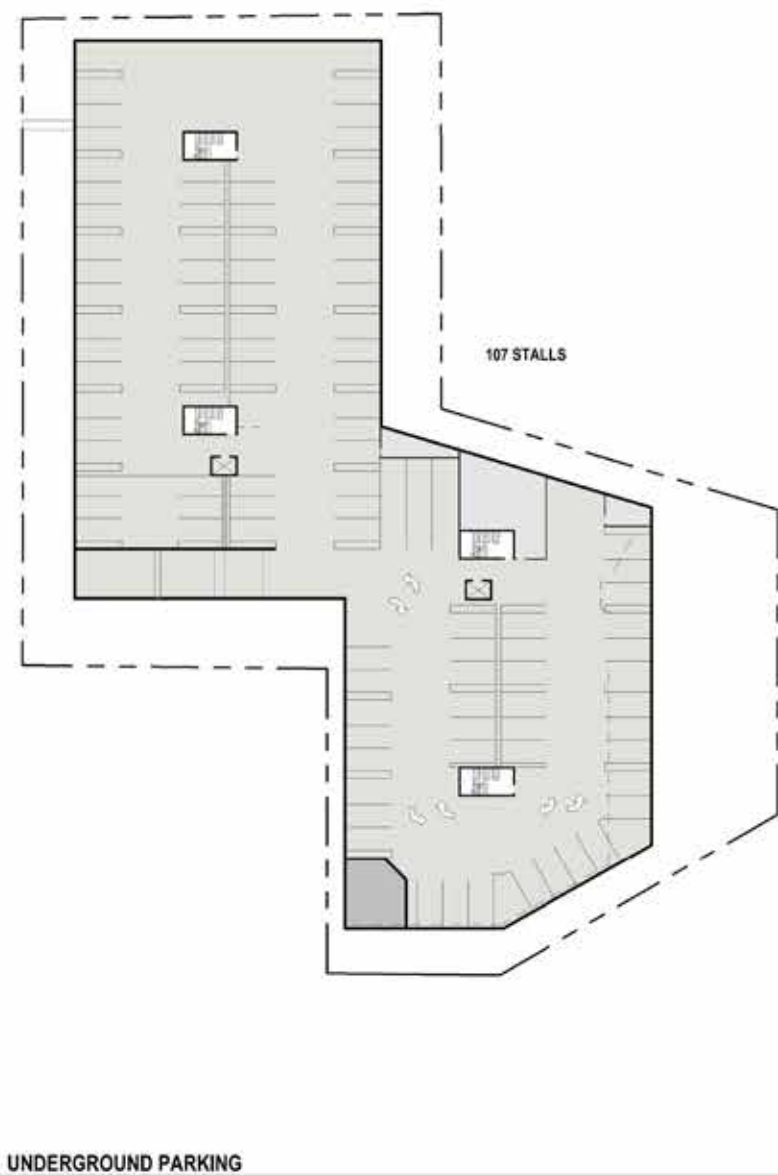
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Aerial view showing the one building broken into two masses with one fronting East Washington and the other Fronting North Lawn Avenue. The East Washington Building is 5 stories. The North Lawn Building is 4 stories with set-backs. The two masses are intended to be related, but distinct. The gray shadow box indicates the massing allowed under zoning. The project has been downsized substantially from our original plans.



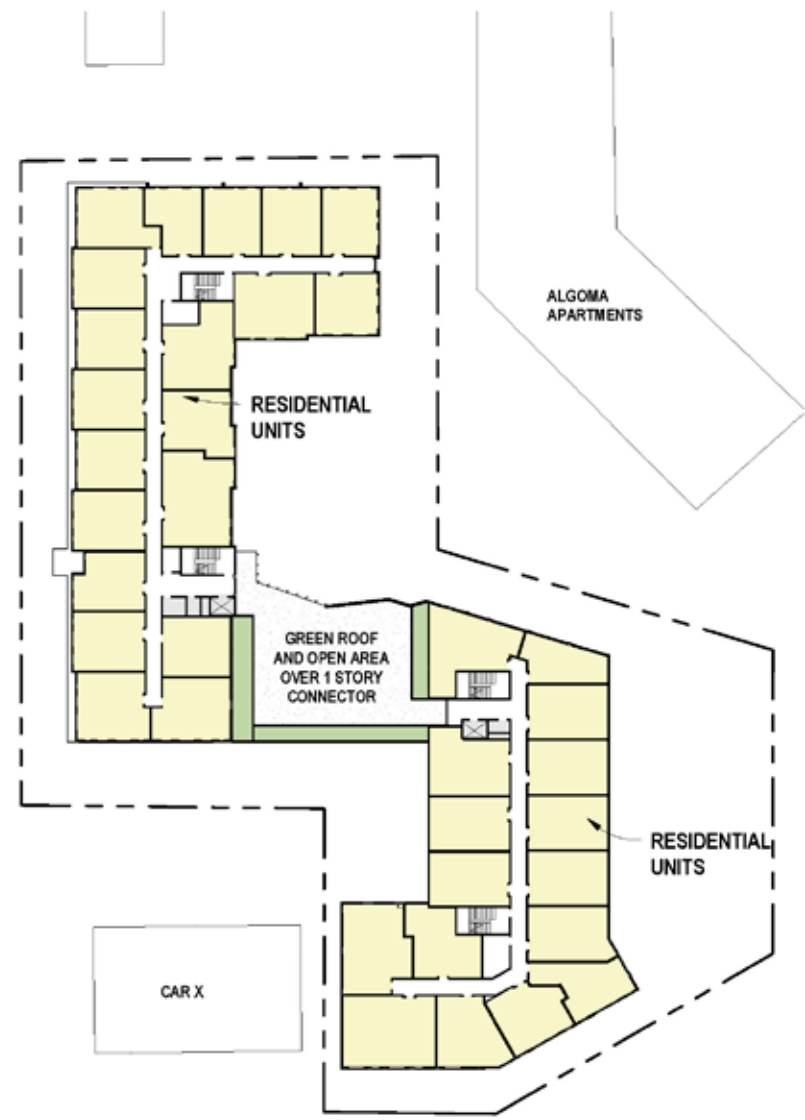
# Garage, First Floor and Site Plan

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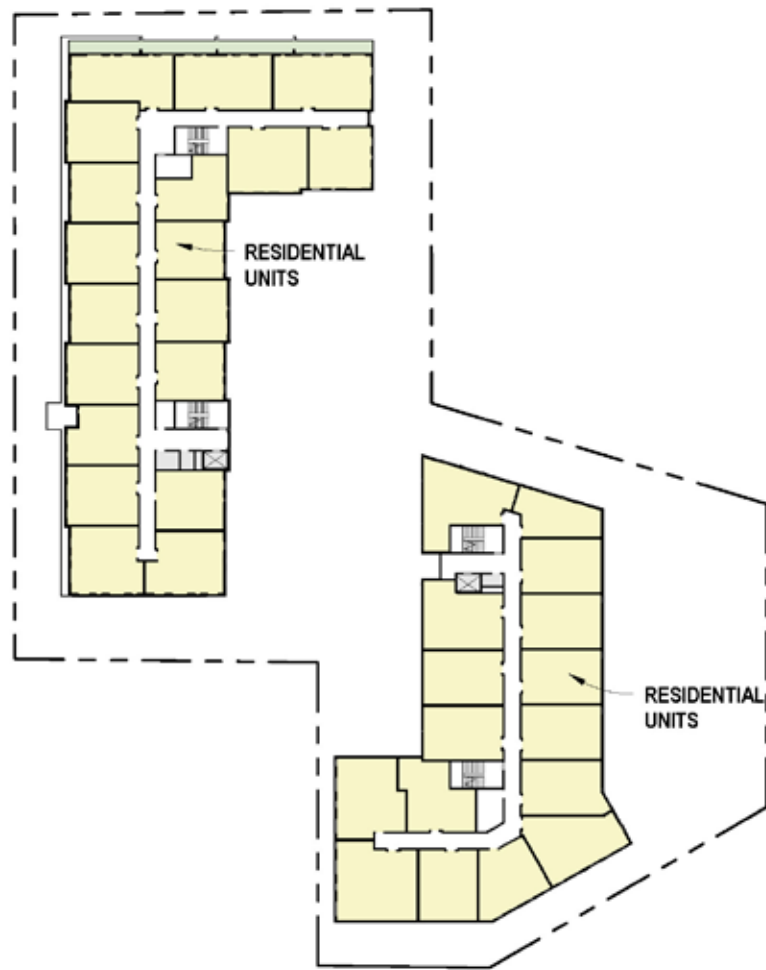


# Floorplans | Second and Third Floors

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FLOOR 2

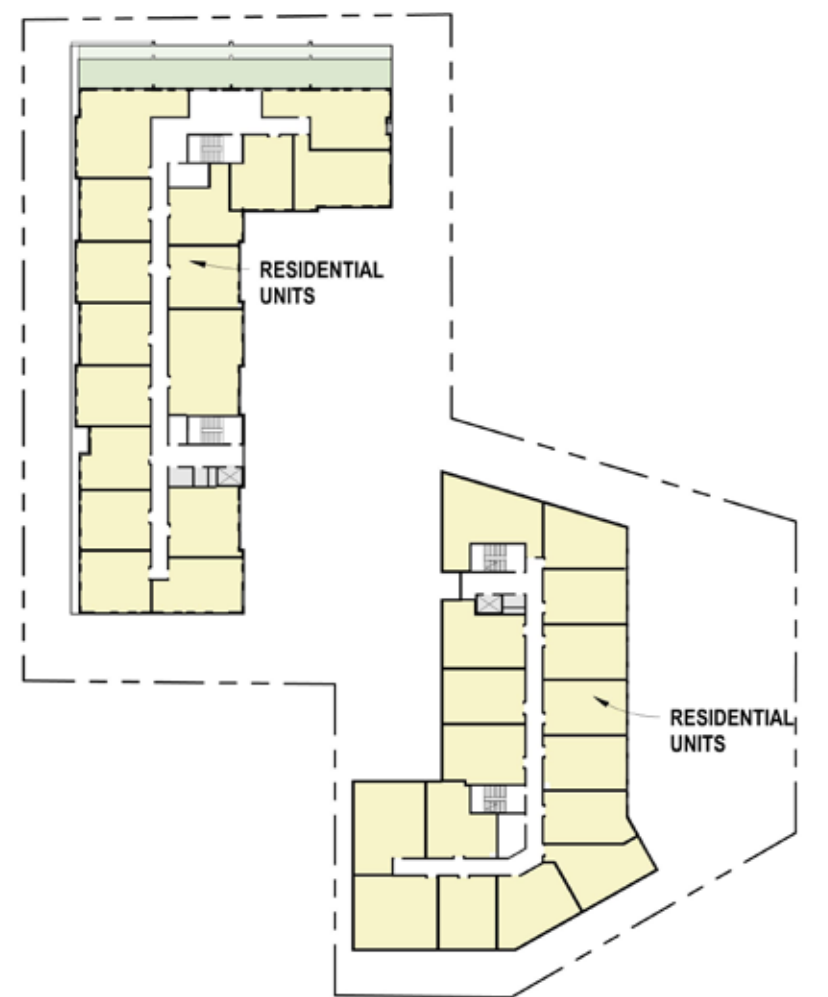


FLOOR 3

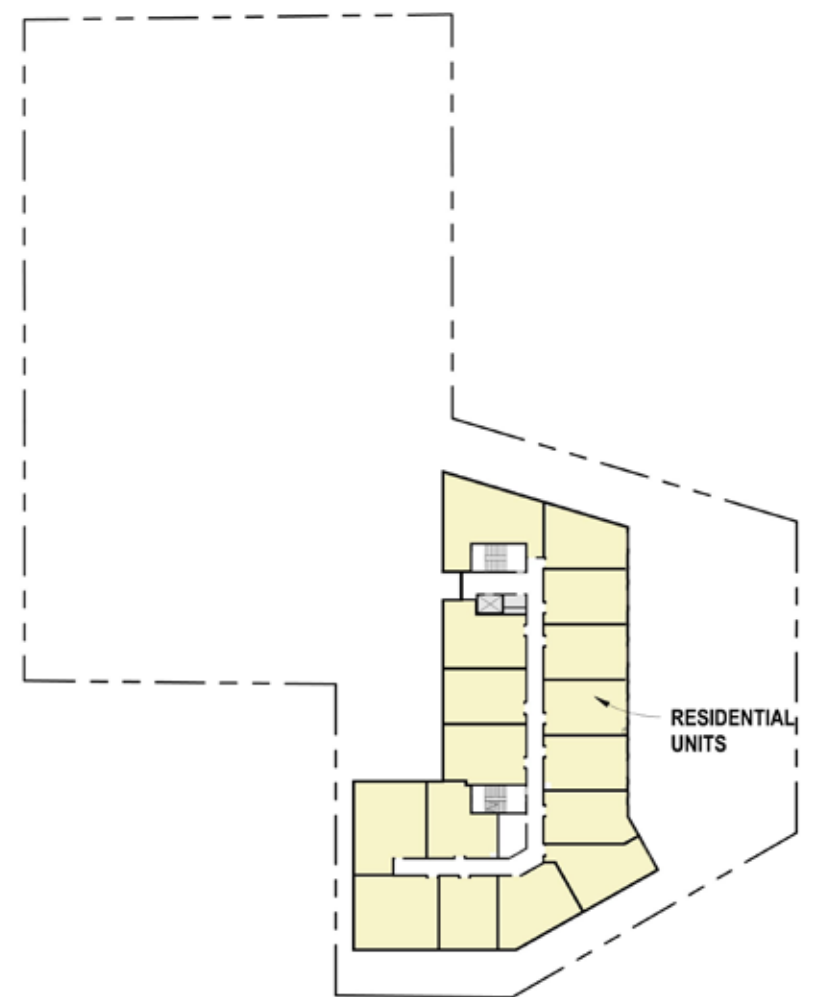


# Floorplans | Fourth and Fifth Floors

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FLOOR 4



FLOOR 5



# View South on East Washington

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View South on East Washington from Oak Street with the MOKA drive-thru coffee shop in the foreground. The primary face visible as viewed from this angle is the light brick and cement board facade.

The East Washington facades have a consistent window pattern that is then broken down with the addition of varying sized fiber cement panels within the brick surrounds. There will be a clear base and top. The base is storefront with careful additions and subtractions of volume. At the top of the building there is an additional detailed brick relief band to give the form a tailored finish.

# View North on East Washington

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# View from East Washington

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Facing directly against East Washington, and wrapping the corners slightly, the building features a privately commissioned art piece that will add a flamboyance of the surroundings.

The mural will be a framed element that is set back within the brick façade. The muraled façade is slightly taller than the other brick facades to create a distinctly framed area for the art work.

The painting will be done on lighter color brick to provide articulation while preserving the integrity of the underlying structure. The art will be designed and painted to last for around 30 years or more. For the mural art piece, the team has sought proposals from three experienced artists. The final mural will be separately reviewed.

# View from Courtyard

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# Enlarged View of Facade

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This enlarged view of the facade shows the exterior character of the building along East Washington Avenue. Rather than having a large unbroken facade, what we have is a consistent window pattern that is then broken down with the addition of varying sized fiber cement panels within the brick surrounds.

The brick itself is detailed with relief bands at every floor. An angled brick detail appears adjacent to many of the windows. The amount of fiber cement varies from floor to floor and is a consistent design element that ties the form together and relates back to the North Lawn façade.

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# Aerial View from North Lawn

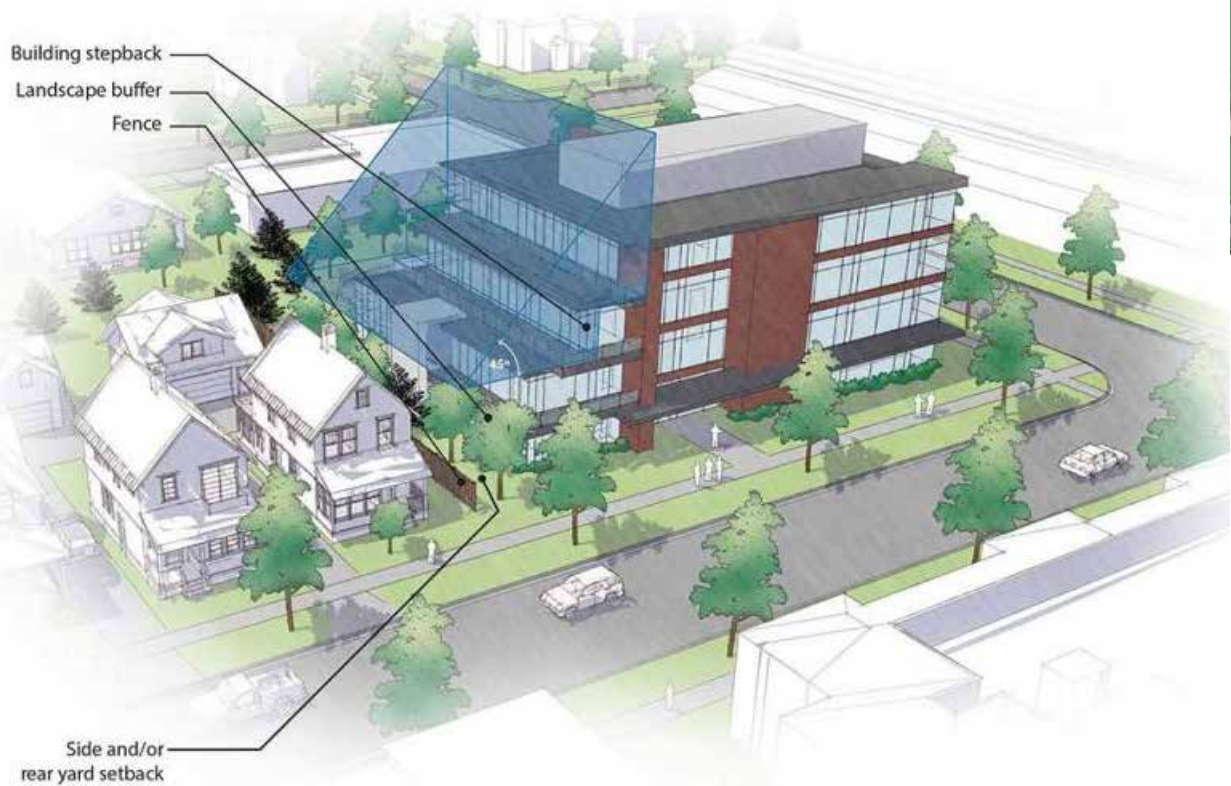
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View of proposed project with 45-degree step backs

Along North Lawn the building meets a primarily residential neighborhood. There are a handful of businesses such as The African Store, Silly Monkeys (closed) as well as one, two and four family homes.

As the North Lawn portion of the building approaches the abutting property, it steps back at a 45 degree angle after the second, and third floors.



Recommended Transitions Between Redevelopment and Existing Development  
Source: Imagine Madison Comprehensive Plan

# North Lawn Views

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The View South on North Lawn shows this portion of the building is clad in vertical siding similar to many of the other multifamily buildings found throughout Eken Park.

The window design maximizes natural light into the units while still providing excellent acoustical separation from outside noises.

The face of the building shifts slightly, back and forth 2' every 24' of frontage to create rhythm and break up the mass. The first floor of the building has a small horizontal canopy element to create a visual base and provide a unique ground level treatment that is distinct from the upper floors.

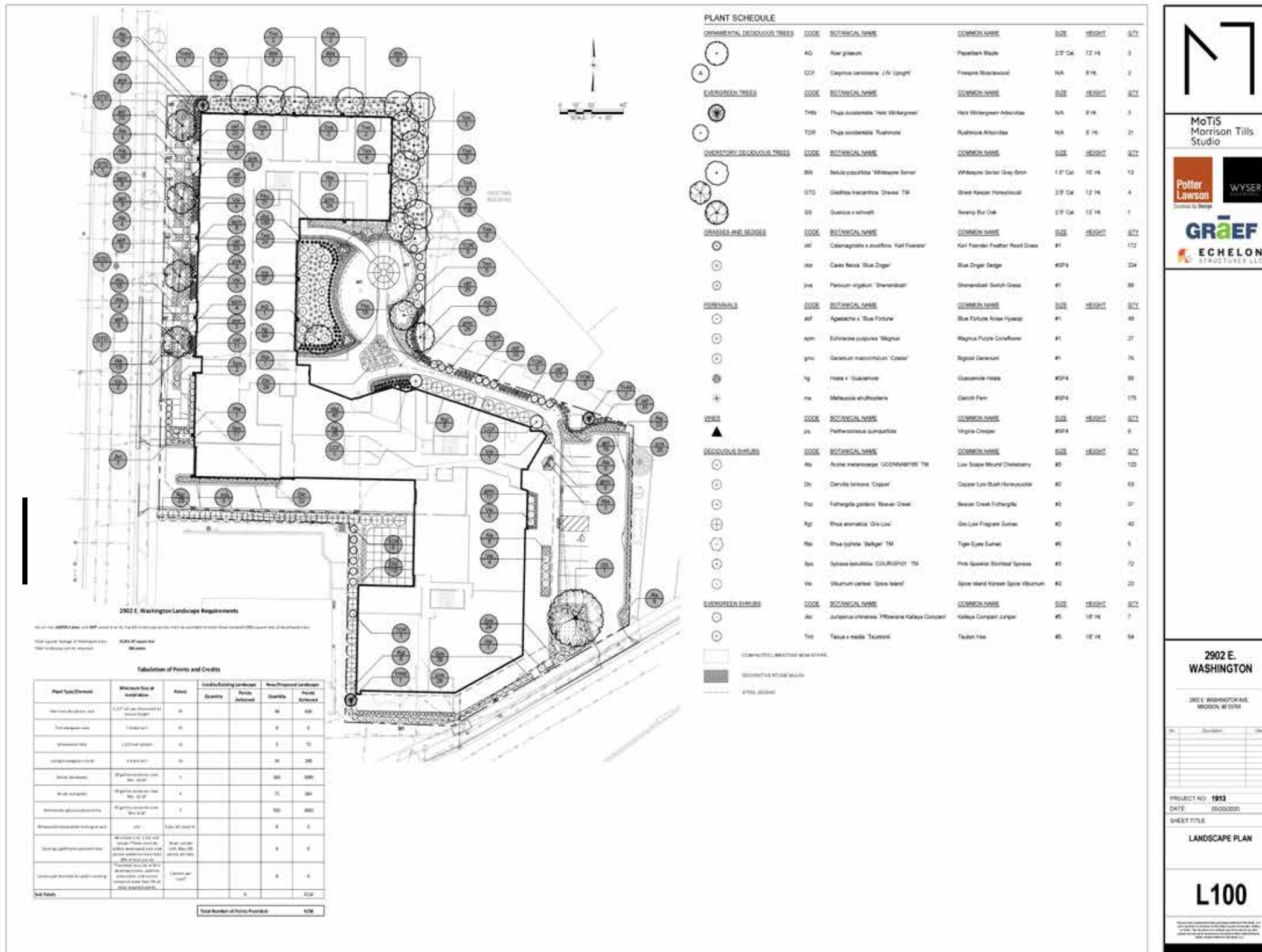


# North Lawn Views



The view North on North Lawn is shown here. Here the building is set back from the sidewalk similar to adjacent structures to create a gracious front yard and we have followed the City's guidance to create relief and setbacks as the building abuts the residential area.

# Landscape Plan



# Landscape Plan

## TREES



Betula populifolia 'Whitespire Senior'



Gleditsia triacanthos 'Draves'



Acer griseum



Carpinus caroliniana 'J.N. Upright'



Thuja occidentalis 'Hetz Wintergreen'



Thuja occidentalis 'Rushmore'



Quercus x schuetti

## SHRUBS



Rhus aromatica 'Gro-Low'



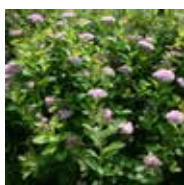
Diervilla lonicera 'Copper'



Aronia melanocarpa 'UCONNAM165'



Viburnum carlesii 'Spice Island'



Spiraea betulifolia 'COURISPI01'



Juniperus chinensis 'Pfitzerana Kallays Compact'



Taxus x media 'Tauntonii'



Rhus typhina 'Baltiger'



Fothergilla gardenii 'Beaver Creek'

## PERENNIALS



Calamagrostis x acutiflora 'Karl Foerster'



Agastache x 'Blue Fortune'



Echinacea purpurea 'Magnus'



Panicum virgatum 'Shenandoah'



Geranium macrorrhizum 'Czakor'



Matteuccia struthiopteris



Hosta x 'Guacamole'



Carex flacca 'Blue Zinger'

## VINES



Parthenocissus quinquefolia



MOTIS  
Morrison Tills  
Studio



2902 E.  
WASHINGTON

2902 E. WASHINGTON AVE.  
MADISON, WI 53704

No.	Description	Date

PROJECT NO: 1913

DATE: 05/20/2020

SHEET TITLE

LANDSCAPE IMAGERY

L101

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# Sun Studies

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SUMMER

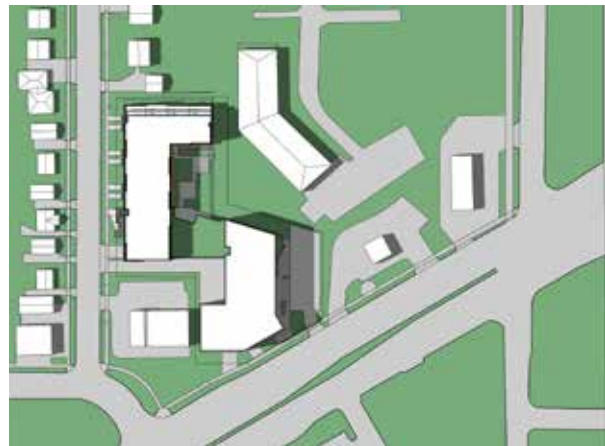
9 AM



12 NOON



3 PM



SPRING / FALL

9 AM



12 NOON



3 PM



WINTER

9 AM



12 NOON



3 PM

