



Project Address: 1858-1890 E. Washington Avenue
Application Type: New Development in UDD #8 – Final Approval is Requested
Legistar File ID # [64302](#)
Prepared By: Kevin Firchow, Acting UDC Secretary

Background Information

Applicant | Contact: Steve Doran, Galway Company, Inc. | Adam Fredendall, JLA Architects

Project Description: The applicant is seeking final approval for a new six-story mixed-use building with approximately 15,000 square feet of ground floor commercial and 290 residential units above with lower level parking.

Project Schedule:

- The UDC conditionally granted initial approval on July 14, 2021.
- The Plan Commission approved this proposal on July 26, 2021.
- At the request of the applicant, the Plan Commission approved revised plans at their August 23, 2021 Meeting
- The Common Council is scheduled to review the revised conditions for the related Certified Survey Map on August 31, 2021.

Approval Standards:

The UDC is an **approving body** on this request. The site is located in Urban Design District 8 (“UDD 8”), block 9, which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(15).

In applying the standards, the code states that the Urban Design Commission shall apply the UDD 8 district requirements and guidelines as may be appropriate in order to implement the Core Development Principles of the [East Washington Capitol Gateway Corridor Plan](#). In order to approve, ordinance requires that the development is found to meet the requirements and conform as much as possible to the guidelines.

Summary of Design Considerations and Recommendations

Planning Division staff recommends that the UDC review the project, provide findings, and base their decision on the aforementioned standards for UDD 8.

Project History

On July 14, 2021, the Urban Design Commission granted initial approval subject to the following conditions:

- Relook at the design of the back entrance.
- Relook at the townhouse elevation.

On July 26, 2021, the Plan Commission found the standards for approval met and conditionally approved a demolition permit and various conditional uses. Following the July 26 Plan Commission decisions, the developer of the project contacted City staff to express concerns about his ability to meet some of the conditions of approval, most notably conditions from the City Engineering Division and Traffic Engineering Division requiring that the developer construct a 10-foot multi-use path/sidewalk, eight (8)-foot terrace, and one (1)-foot buffer along the E Washington Avenue and N First Street frontages. The applicant worked with staff from various City agencies including Planning, Engineering, Traffic Engineering and Forestry and submitted revised plans to the Plan Commission which modified the right-of-way condition to call for a multi-use path/sidewalk that will vary in width from 8 to 10 feet, while the terrace will vary in width from 5 to 8 feet. Additionally, the terrace for most of the project will be concrete, with the exception of between the N First Street driveways, where it will be grass. The plans show that street trees for the project will be located in tree grates where the terrace is concrete, with silva cells to be installed to support the growth and long-term maintenance of the trees. Despite the changes in the right of way, the proposed building will continue to be set back 15 feet from the E Washington property line in accordance with UDD 8 requirements.

In addition to the changes within right of way, the applicant has indicated that the landscaping shown along the northerly property line on the plans approved in July will be removed in order to satisfy the requirements of an easement that governs the property line and provides shared access between the subject property and the City of Madison's former Fleet Services garage and future public market property and a Madison Metropolitan Sewerage District (MMSD) lift station, which border the site on the north. In particular, the easement requires that the northern edge of the subject site be kept clear so that the access to the MMSD lift station can be maintained.

The revised plans were supported by staff and approved by the Plan Commission on August 23, 2021. The plans before the UDC reflect these modifications.

Design Considerations

In making their decision, Staff requests that the UDC reviews the revised plans and evaluate the modifications regarding the previously requested conditions- the back entrance design and townhouse elevations. UDC can also look at the revised on-site modifications resulting from the approved right-of-way modifications, as those have been revised since the Commission's previous review. These have been revised since the previous meeting.

Summary of Previously Provided UDC Commissioner Comments

As a reference, staff refers the Commission to their comments from the July 14, 2021 initial approval:

- I liked the density of the plantings and the terrace, the raised beds going up across the E. Washington face will be handsome. Nicer foundation plantings than we typically see.
- Nice presentation, excited about this project. The two covered parking areas don't appear to be connected. Is there an intent for one parking area to be used for one function and the other for another? My concern is people having to go through one, go around and enter the other parking area. That could make sense with good wayfinding.
- There's a design statement at the back with the mullions. What is the intent of that?
- Exciting project, the prospect of infill on this site is very nice. The site plan, the way the driveways enter from the street into the building and site, they appear to be more like roadways that interrupt the sidewalk. Assume it cannot be that, the sidewalk remains constant and there's a drive apron?

- Overall I like the landscape and plant selection. There is a piece of turf sod lawn on the corner of E. Washington and First Street; the sod lawn doesn't feel appropriate given the urban nature of the project and that intersection, would suggest you eliminate that swirl of sod and fill it in with some of the foundation plantings or hardscape, however that works best aesthetically and functionally.
- On the upper level terraces (Plan North terrace where there is a pool) there doesn't appear to be any hardscape in the center of the fire pit, no ADA accessible hardscape connecting to those elements. There needs to be some hardscape that provides accessibility to those features.
- Framing on the top floors – what is the purpose and material?
- I'm appreciative of the improvement you made to the E. Washington Avenue area. I'm having trouble with the townhouse side, it's very dark and doesn't seem inviting. Is there any way to make it more inviting? There's a lot of brick without any windows, and the really dark panel.
- There are four units there and it's not expressed to me as four townhouses. The brick is almost like a pilaster, the brick between to help define those four distinctive units.
- It almost has a back-of-building vibe to me.
- There seems to be a lot of different sized windows there. One really nice townhouse elevation that could be repeated. It doesn't read as something special right there. The materials are good materials, just tweaking the design of them a little bit.
- The brick pilaster actually has a cap and above that is probably an aluminum finish edge that feels like an applique and not substantial.
- The crisscross curtain wall is such a modern expression that doesn't seem to fit on this design. I see nice wood tones and what look to be beautiful pergola structures, but I don't see how this curtain wall fits. Maybe that's what you're after to distinguish that area, but I do wonder if something with a wood tone, strong framing or has a depth to it coming out of that entry to flag that could be a lot more successful.
- I agree with you, I think that's the only part of the building with an eccentric idiosyncratic to it. It is internal to the site. Maybe a random vertical pattern of straight plumb mullions might be a less expensive way to get more bang out of the buck.
- The overhang canopy as well.