

1900-1910 E. Washington Ave
Second Meeting – Oct. 13 2007, Third Meeting - October 21, 2007

Agenda:

Outline of city process

Information on the comprehensive and neighborhood plans

Presentation of new information by Sutton

Discussion of four key elements – Density, Height, Traffic Impact and Use

Next Steps

1. Outline of city process

City Development Process (for this project)

1. Neighborhood meetings <----public input
2. Developer/Architect/Owner has conversations with City staff
3. Submit an application for demolition/rezoning of property <---- decision point
4. City planning department review
5. Urban Design Commission – at least 2 meetings <----public input, decision point
6. Plan Commission <----public input, decision point
7. City Council <----public input, decision point
8. City staff review
9. Construction

2. Information on the comprehensive and neighborhood plans

Comprehensive Plan (<http://www.cityofmadison.com/planning/comp/plan.html>)

Eken Park/Emerson East Neighborhood Plan (not available online – contact the Planning Department (<http://www.cityofmadison.com/planning/plan.html>))

E. Washington BUILD Plan

(<http://www.cityofmadison.com/planning/BUILD/index.html>)

3. Presentation of new information by Sutton

Outline (Scope)

3 lots

Parking- 36 underground, 21 surface

Mix of commercial and residential- preferred condos for all

4 Stories

Vehicle access on First Street

Type of businesses low traffic, high visibility

Keep cost reasonable (marketability)

First story taller for commercial

Massing should be bigger at street and lower at back

Green roof

Multi bedroom- resid. 800 s.f. average, 420 to 1,200 s.f. range

39 residential units, 13 per floor
Start with maximum efficiency

Concerns:

View from Mifflin
Height- 4 stories too much, 3 stories maybe OK
Don't want corner to deteriorate
Weakness of housing market
Need for Good management
Density
Keep neighborhood family oriented
Traffic- impact on First Street
Pedestrian safety
Not too industrial
Parking- too many spots?, parking across the street
Profitability of residential- lots of vacant spots nearby
Store frontage on First Street
More underground parking (expensive)
Tenant Screening
Existing trees

What's your Vision

Park- green space
Follow NA plan
Scale, style of building-
2 story- first retail
Utilitarian businesses
Food, grocery (affordable milk)
Many small businesses
Locally owned
Condos
Corner for pedestrians
Café/Food (small/local)
Public space for meetings
Environmentally friendly- GREEN (LEED, rain garden, etc.)
Bike access
Pharmacy
Pet store, dog park
Destination oriented, specialty
Tattoo shop
Local art (mural spot)
Gateway to neighborhood
Coffee shop
Deli
Walkable/bikeable businesses
Protect against decline (sustainable)

Owner occupied residential- 2 to 3 bedroom
Less parking
Kid/youth oriented activities and recreation
Teen center- especially evenings
Transition from East Washington to neighborhood

4. Discussion of four key elements – Density, Height, Traffic Impact and Use

Height

3 stories- built on hill, step back
3 stories good, make case for 4
3 stories too much- impact on residents, 2 stories better
Big would be out of place (not the biggest concern)
2 stories good, 3 max.
Very important, 2 to 3 max. (impact on yard- sunlight)
2 stories max.

Traffic Impact

Watch impact on neighborhood parking
Unsafe already on First Street
Concern about access- keep it safe
Concern about kids living there, crossing E. Washington
How many spaces per unit?
Concern about access on First, especially left turns
Encourage transit use

Density

Shops, mix use good (watch parking impact)
2 lots only (development site)
Keep to Comp Plan (15 units per acre)
15 units per acre less than current, so something higher
15 to 20 residential units plus commercial, possibly more
Less than 10 units over 2 lots
15 to 20 residential plus commercial, 3 stories
Emphasize retail/service and neighborhood
Access- less people (no housing)

Use/Market

First floor neighborhood oriented businesses, above offices or residential
Office building, maybe with retail first floor
No commercial because of traffic and parking (office OK if minimum clients)
Why live there?????
Housing doesn't make sense!!
Neighborhood use- coffee shop, grocery, less traffic, draw from neighborhood
Less important, neighborhood use would be wise (employ neighbors)

Be realistic about market- want something viable, offices boring, condos not selling, rental OK

Design, Type of Architecture

Look at era neighborhood was built, fit in visually

Create illusion of more than 1 building, break up façade

Details and elements should fit in, tie in

No strip mall look

Match the era, 20's through 50's, classic, funky

No blank walls, break it up, make it interesting, modern OK, but should fit in

Harmonize with E. Washington and First, no Prairie style

4. Next Steps

Summary

3 story

26 units (keep basement parking)

Add commercial on first floor

No parking on ground floor

Affordable housing (very rough- \$1.25 to \$1.45 per sq. ft.)

Next Meeting

How to incorporate concerns and ideas into plans

Later evening of weekend meeting (Saturday)

Location???

Minimum viable plan

Elevations (maybe not?, or massing)