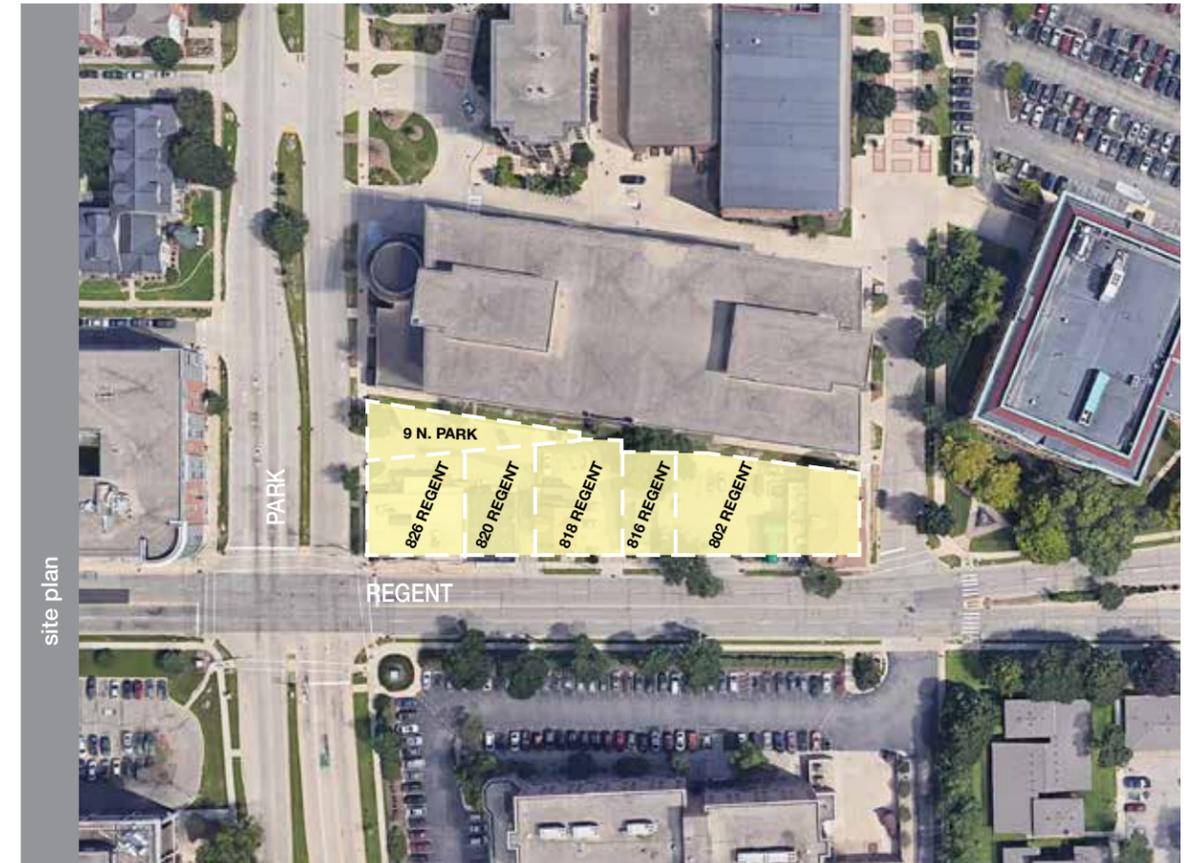
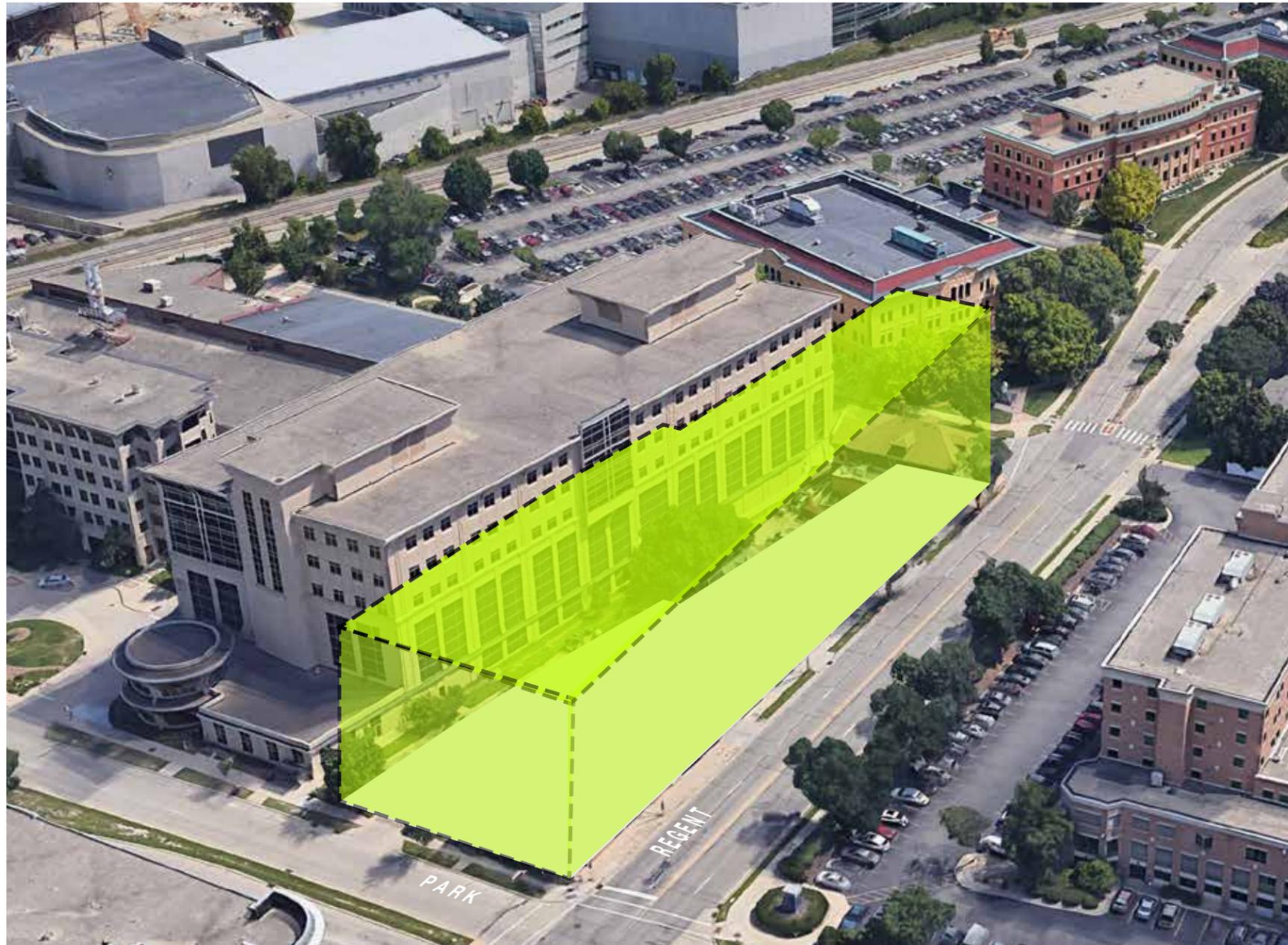


CRG | Madison Park + Regent

JCAC Submission

Thursday, March 17, 2022





The site occupies a critical part of the South Campus Plan in Madison at the intersection of Park and Regent. The proposed ten story project recognizes the need to create a sense of enclosure and urban space in order to strengthen the business corridor along Regent as well as acting as an entrance to the campus from the south along Park. The site sits along both major vehicular paths and pedestrian paths and the proposed project speaks to the unified street-scape sought in the South Campus Plan with the use of the stepback and setbacks and even more by the critical introduction of vertical breaks and an undulating rhythm which play up the neighborhood/human scale and downplay any sense of heavy horizontality.

The approach to detailing is deeply rooted in tradition, but expresses the sense of a pedestrian scale, of texture, warmth and architecture with a base, middle and top with a contemporary, forward looking vocabulary. It speaks to what Madison is and what it can be.

street view looking southeast

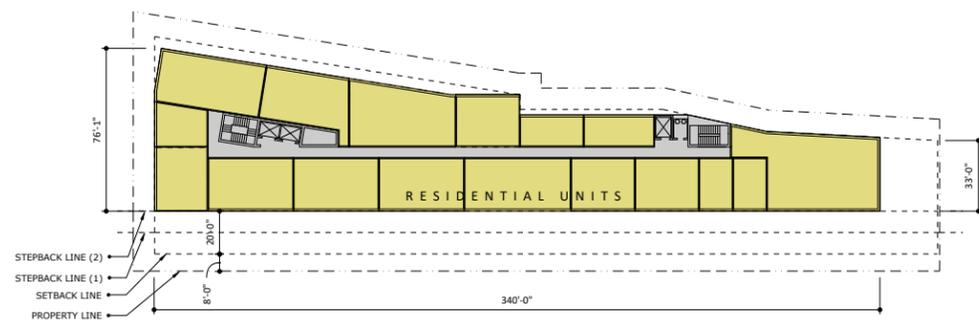


street view along Regent

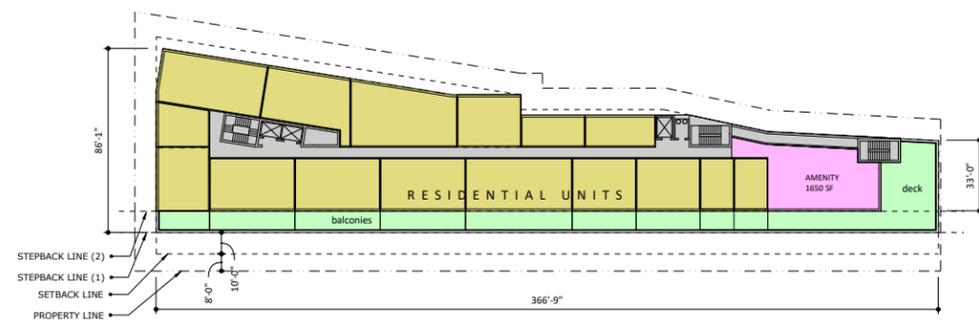
street view looking east



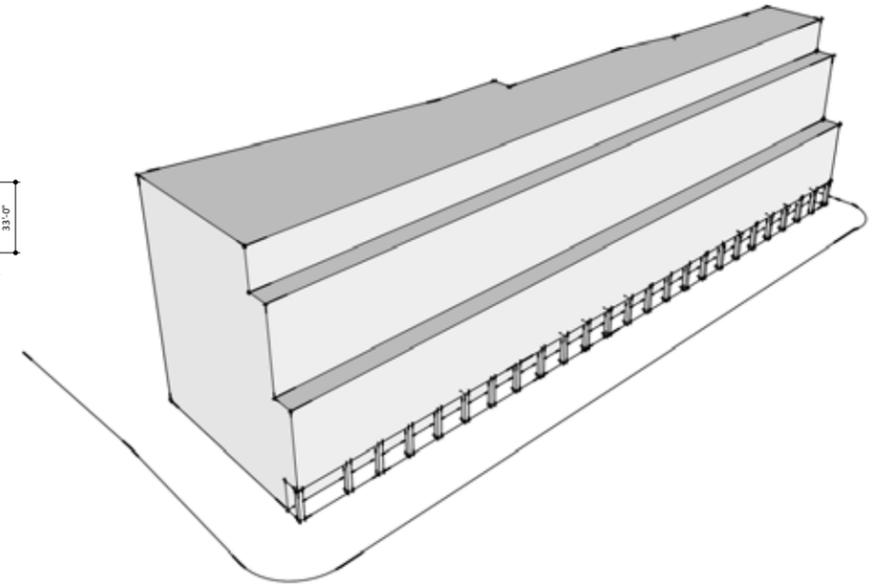
aerial view looking northwest



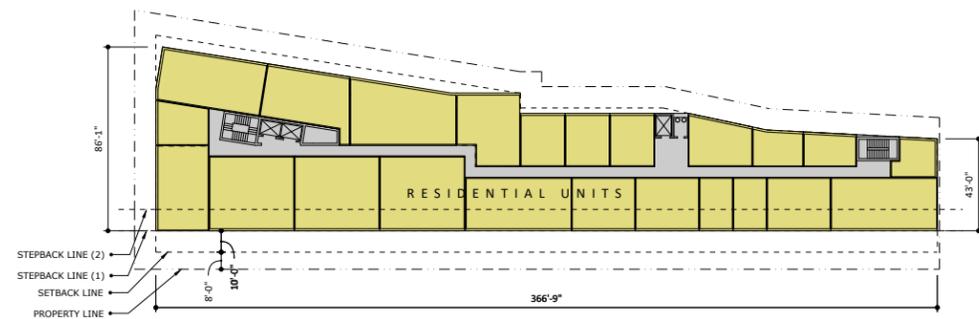
FLOOR 10



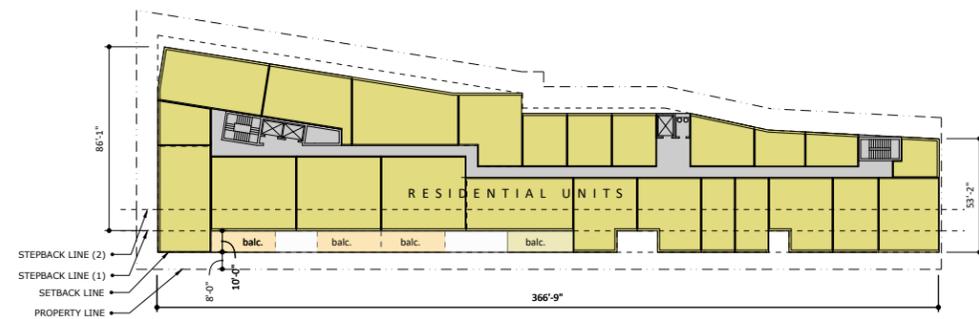
FLOOR 9



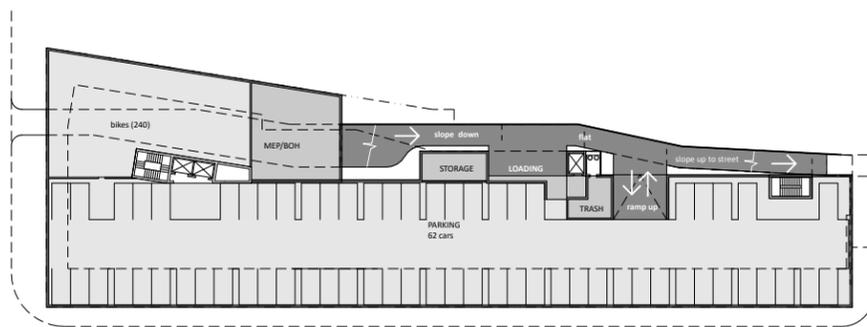
AERIAL VIEW OF MASSING



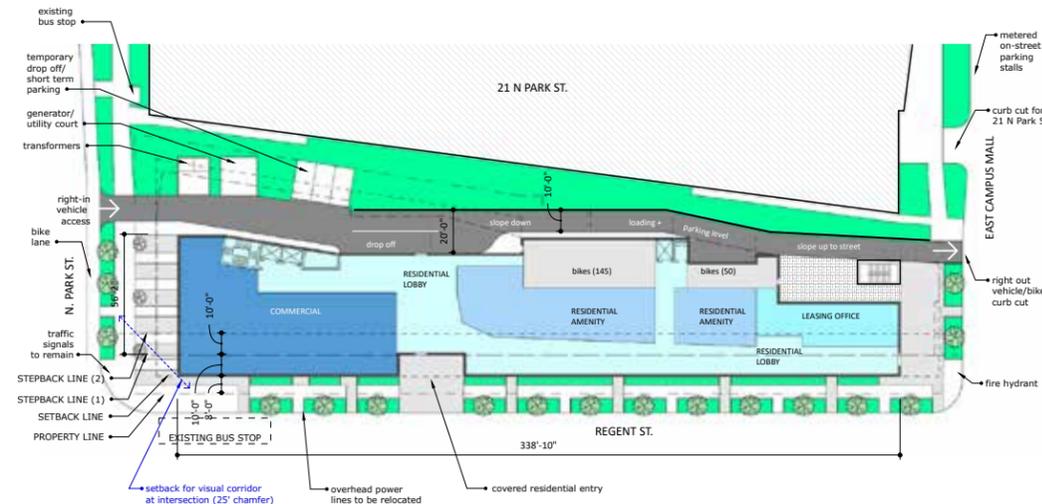
FLOORS 5-8



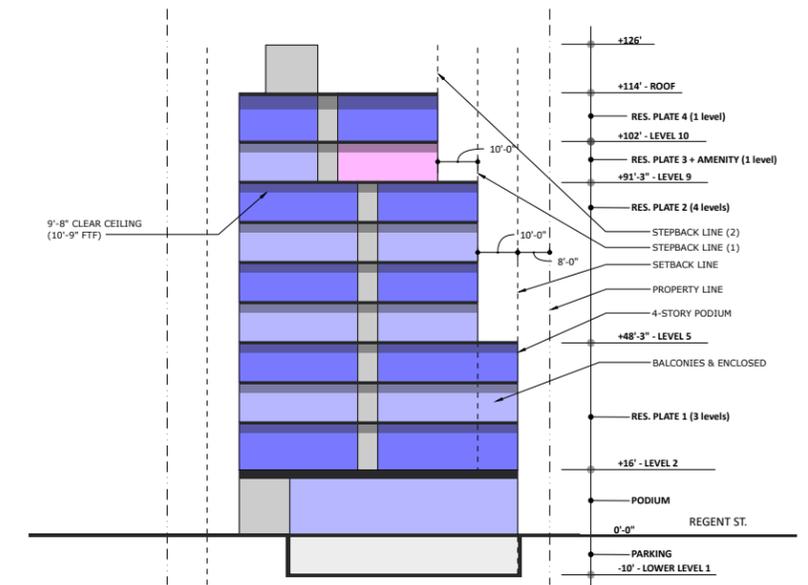
FLOORS 2-4



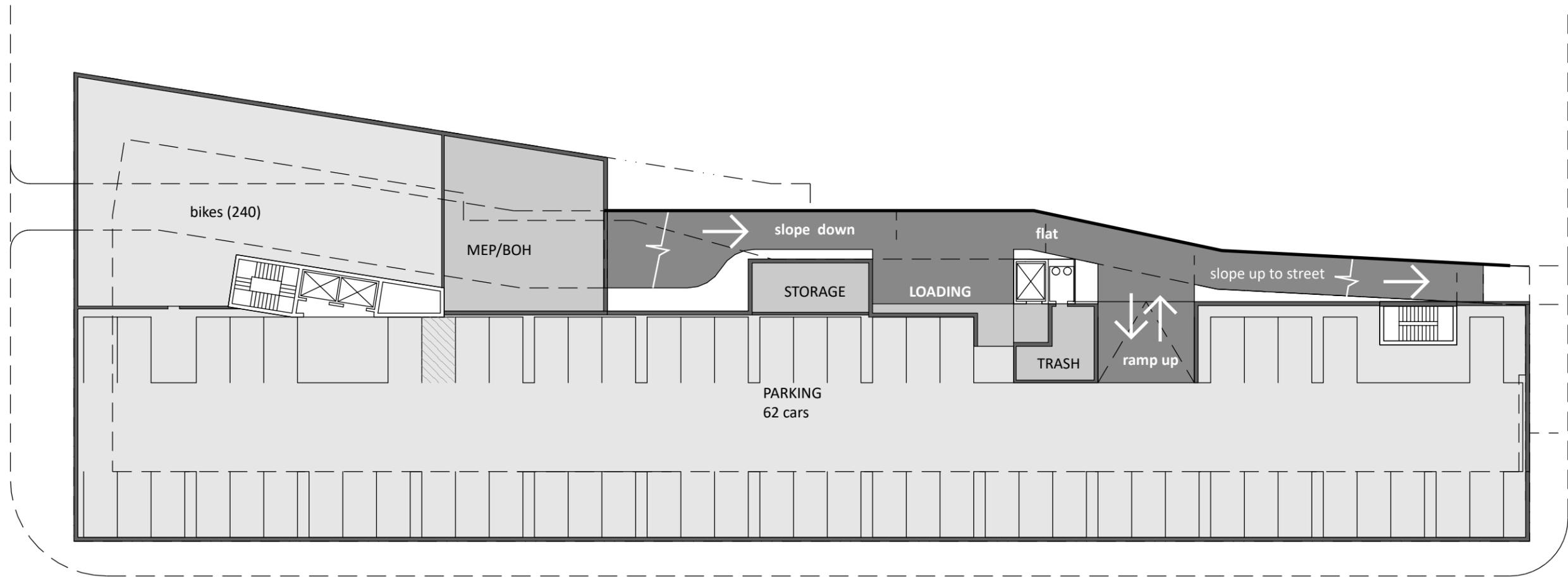
BASMENT

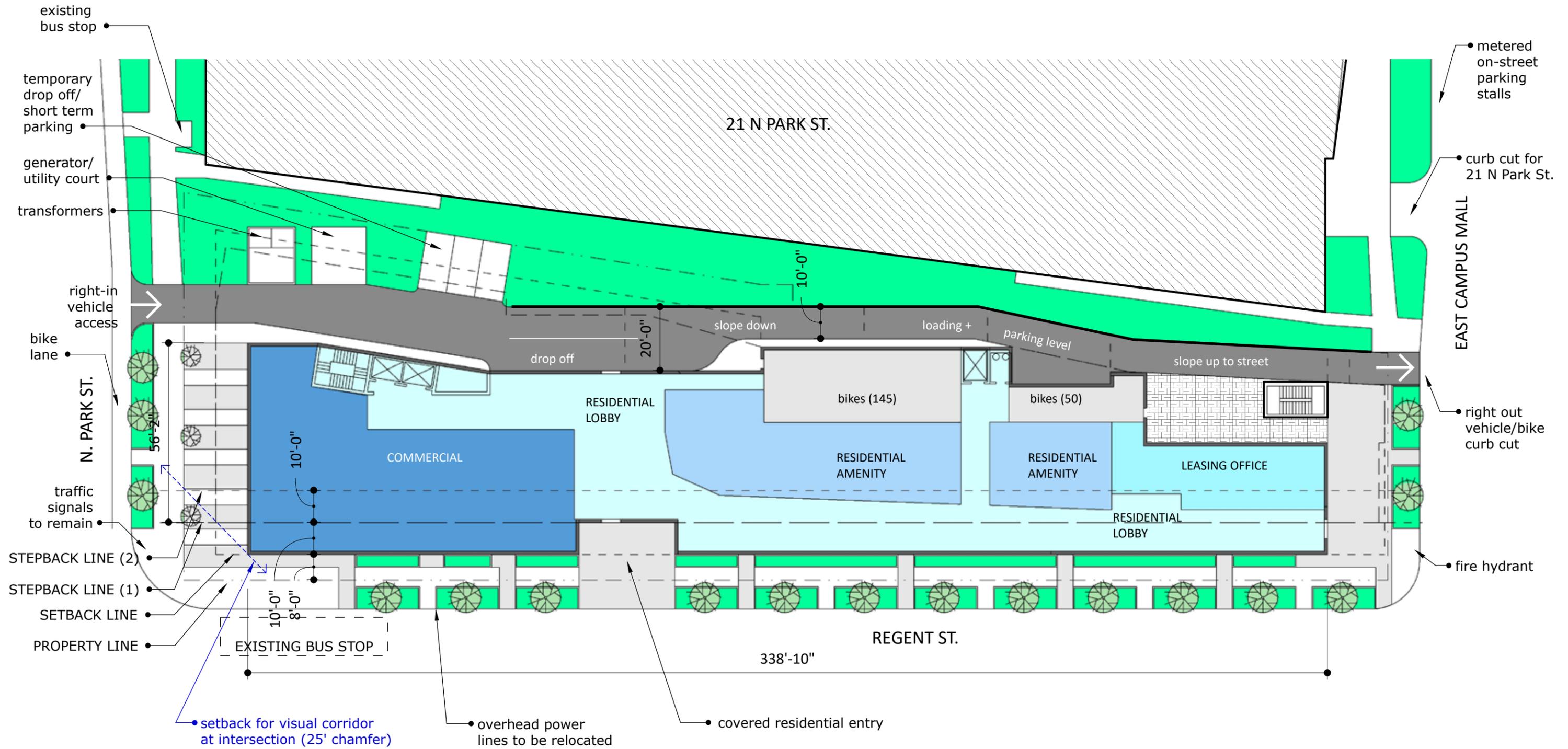


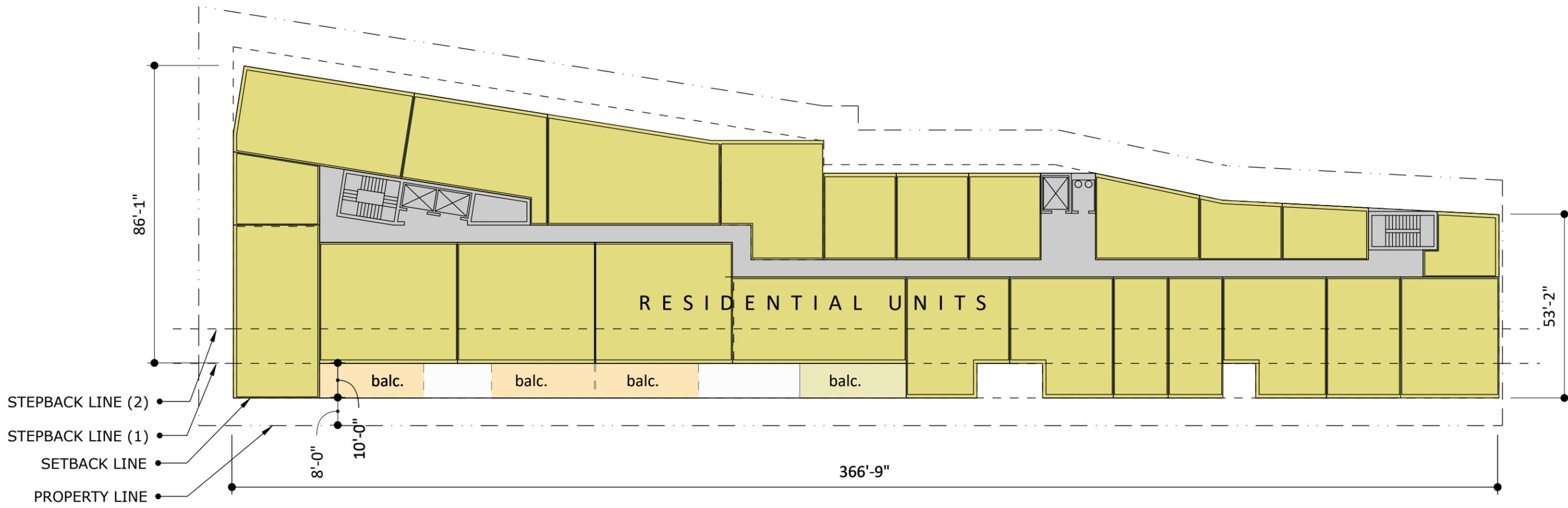
GROUND FLOOR

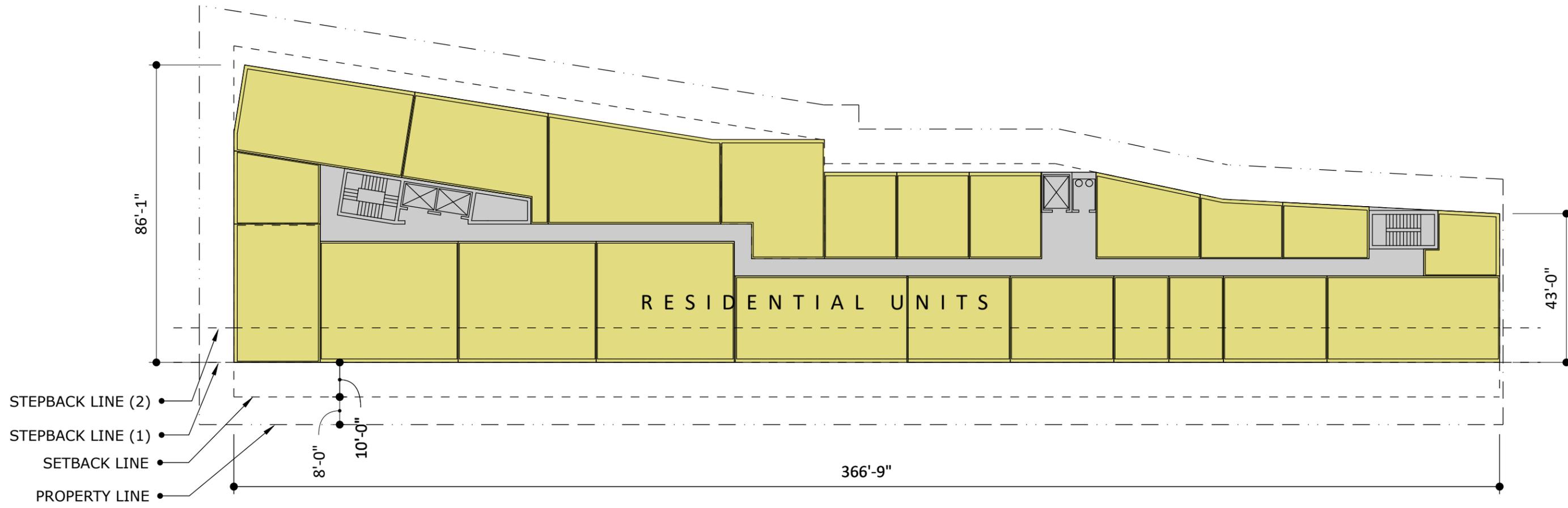


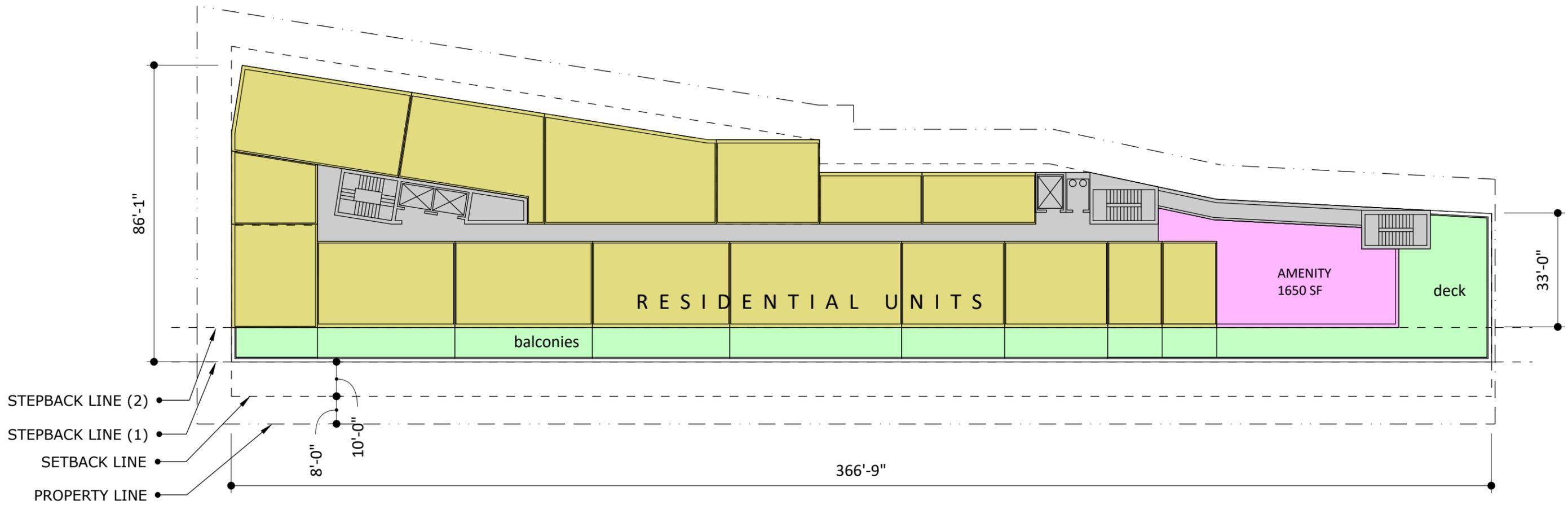
SECTION LOOKING EAST

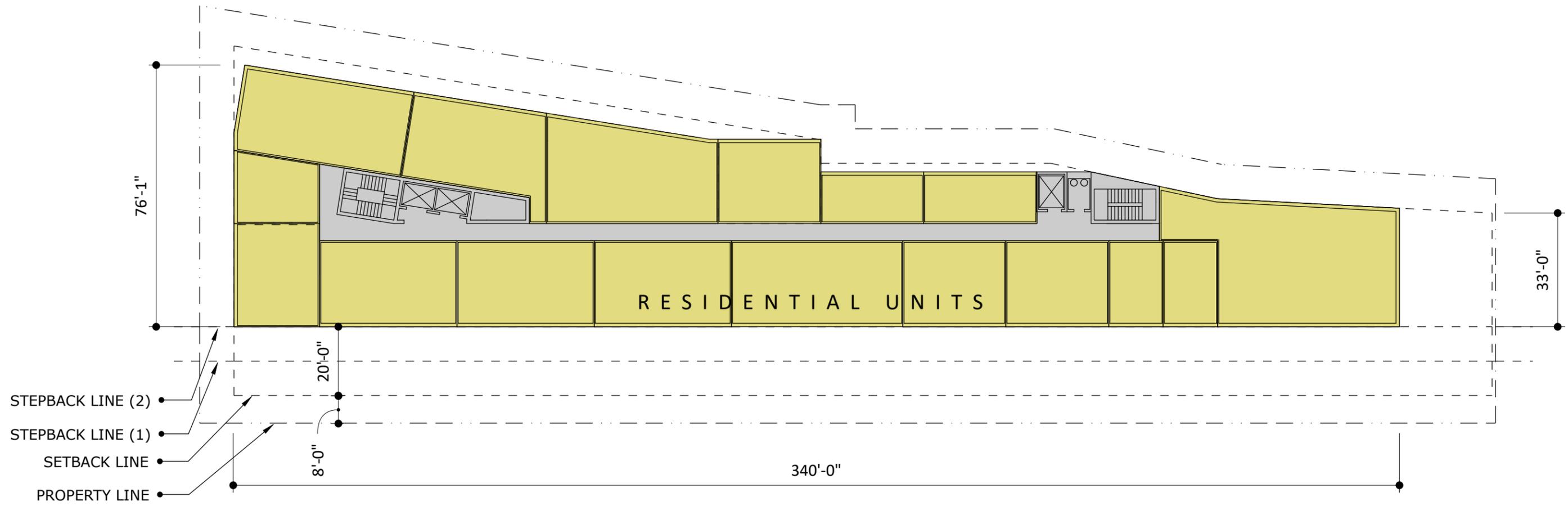


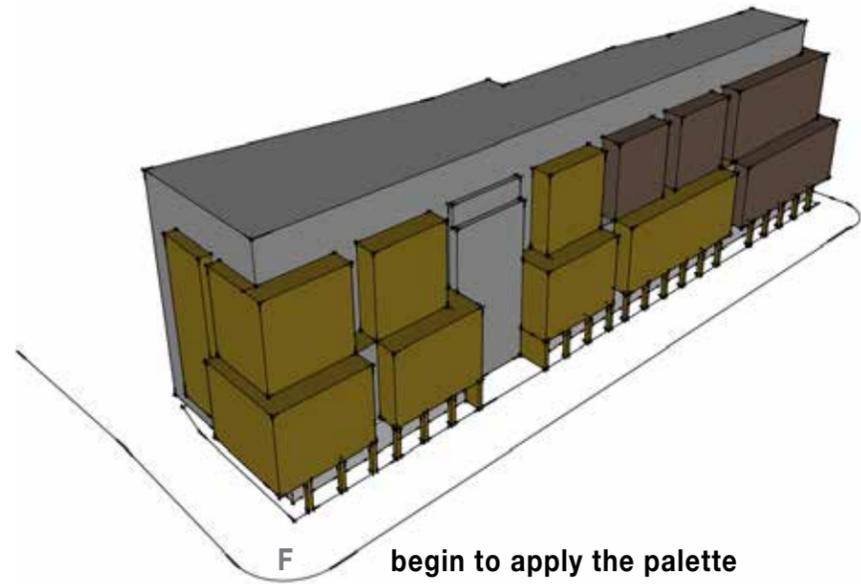








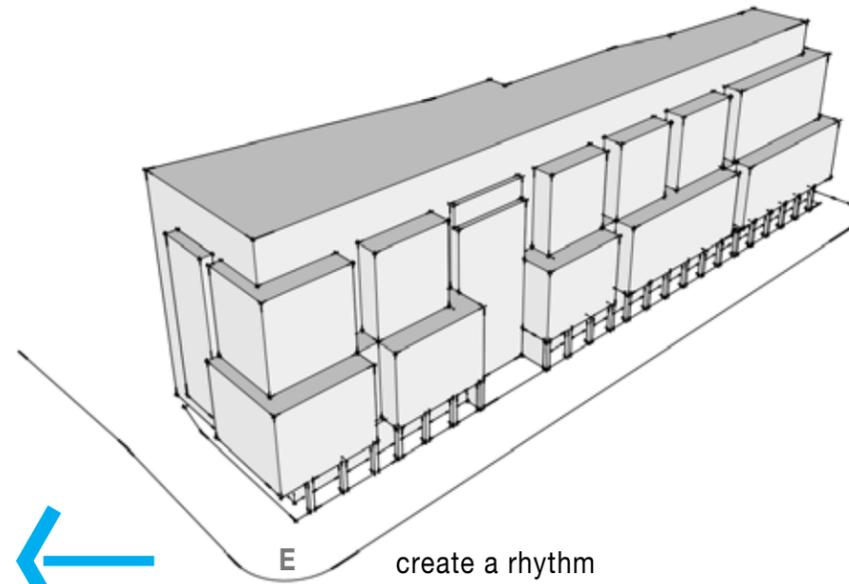




F

begin to apply the palette

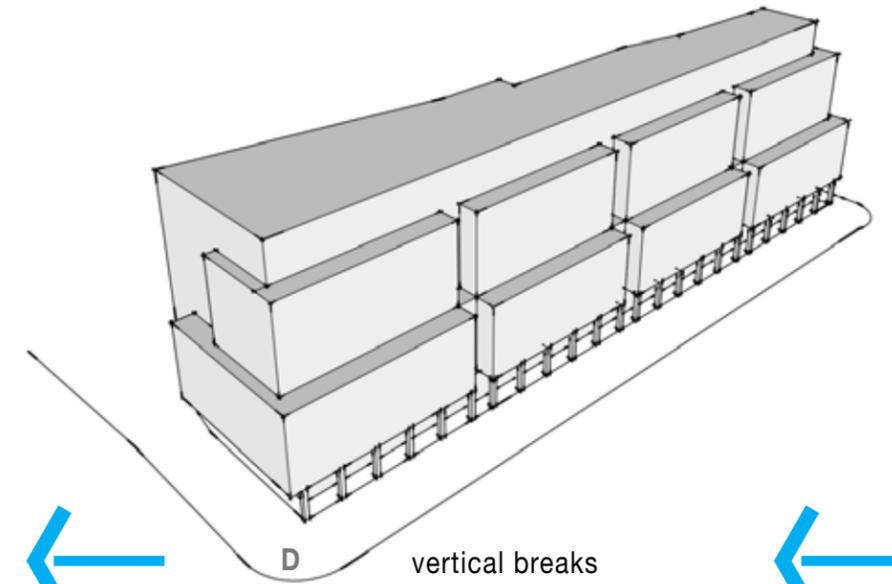
- keep the palette to 3 main materials
- use the materials to enhance the weight, lightness of the masses while breaking them down
- reinforce the human scale with texture



E

create a rhythm

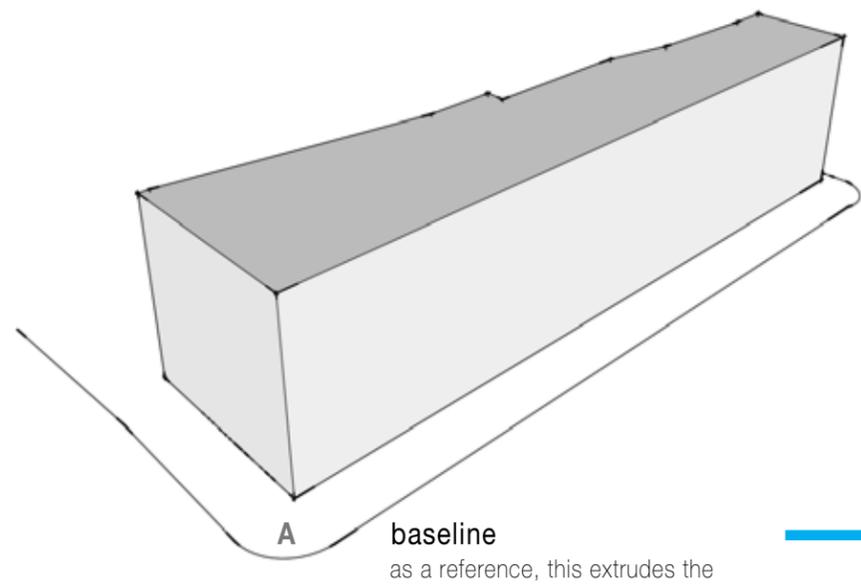
the vertical breaks are orchestrated into a composition that creates a fluid rhythm on the street



D

vertical breaks

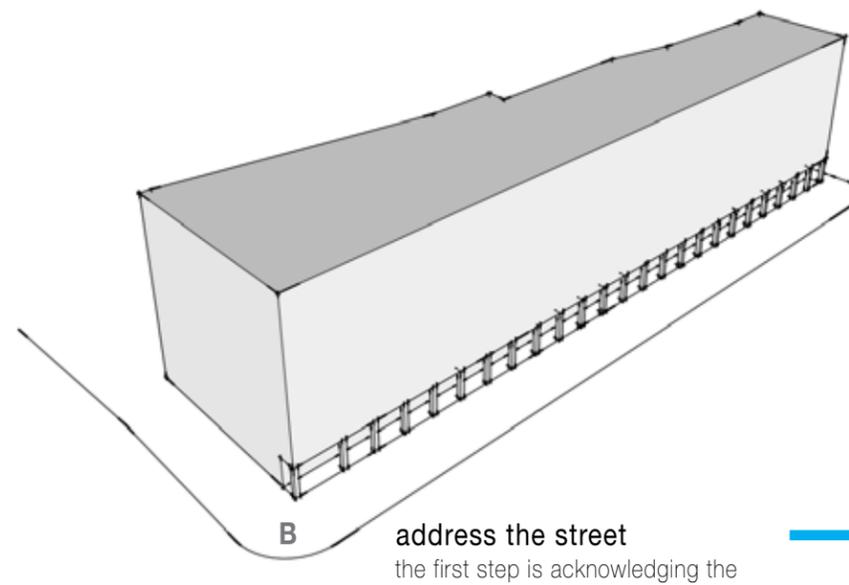
create a more intimate and appropriate scale though the addition of vertical breaks as well



A

baseline

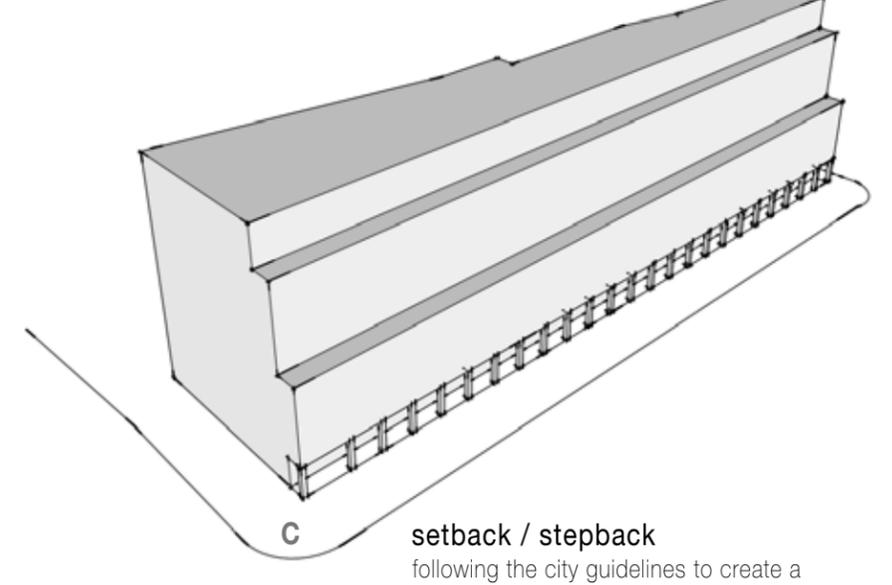
as a reference, this extrudes the overall site prior to addressing the steps needed to addressing the planning guidelines



B

address the street

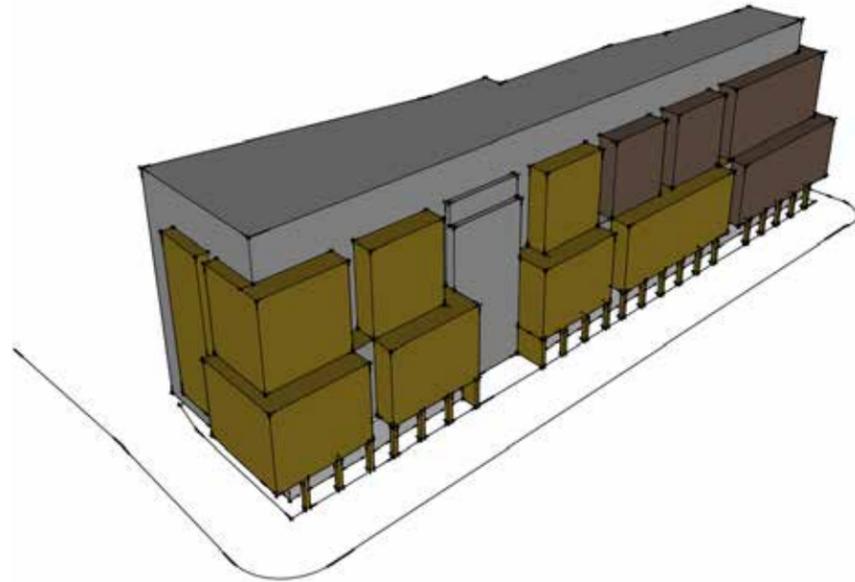
the first step is acknowledging the street experience and creating a human scale both on the sidewalk and from a distance



C

setback / stepback

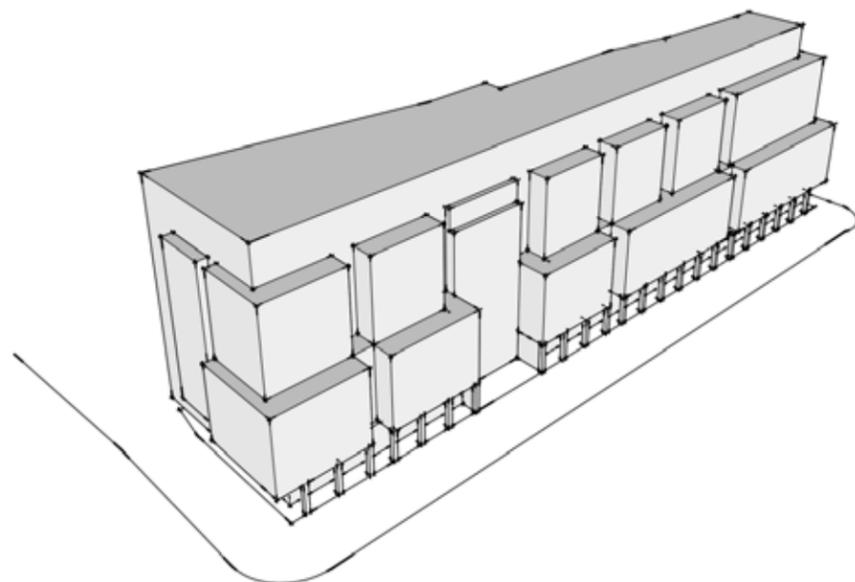
following the city guidelines to create a composition which doesn't overpower the street/neighborhood. Hold back from the property line and then step back at the 5th and 9th floor to right-size the basic mass



Recapping the previous page and its diagrams, the proposed design addresses the following:

- how the building meets the street in order to create a human-scaled urban experience
- conforming to setback and stepback guidelines for projects of the scale
- providing vertical breaks in the massing to continue to create a scale of building which reinforces the rhythm of the neighborhood
- develop a tight material palette which carries forward the overall approach to a neighborhood scale through color, texture and unit scale/size.

The proposed project establishes a four story base along Park, Regent and E. Campus Dr. clad in a reddish brick. A series of piers and columns at the ground floor establish an anchor for this mass while opening it up substantially with storefront windows to activate the streets with retail spaces and amenities which serve the residents.



Floors 5 through 8 step back from the base and are clad in three different materials which help define the entry along Regent and then create a further punctuation to the building's rhythm from east to west.

Floors 9 and 10 step back from the middle grouping of floors to create an attic quality to the design therein completing the traditional notion of base/middle/top. It will also feel more open and transparent to reinforce the cap.

The material palette changes from darker to lighter in an east west direction to break down the massing and imply a difference in buildings. All of this, along with the window patterns keep the project from feeling overly heavy or massive and instead, provide an appropriately scaled, warm and inviting experience on the street and in the neighborhood.





the images portray the sense of color, scale, detailing and materiality that the proposed design is aspiring to - an appreciation of tradition and character expressed with a contemporary voice









CONCEPT | JCAC SUBMISSION | VIEW LOOKING NORTHEAST ALONG REGENT

03.17..2022





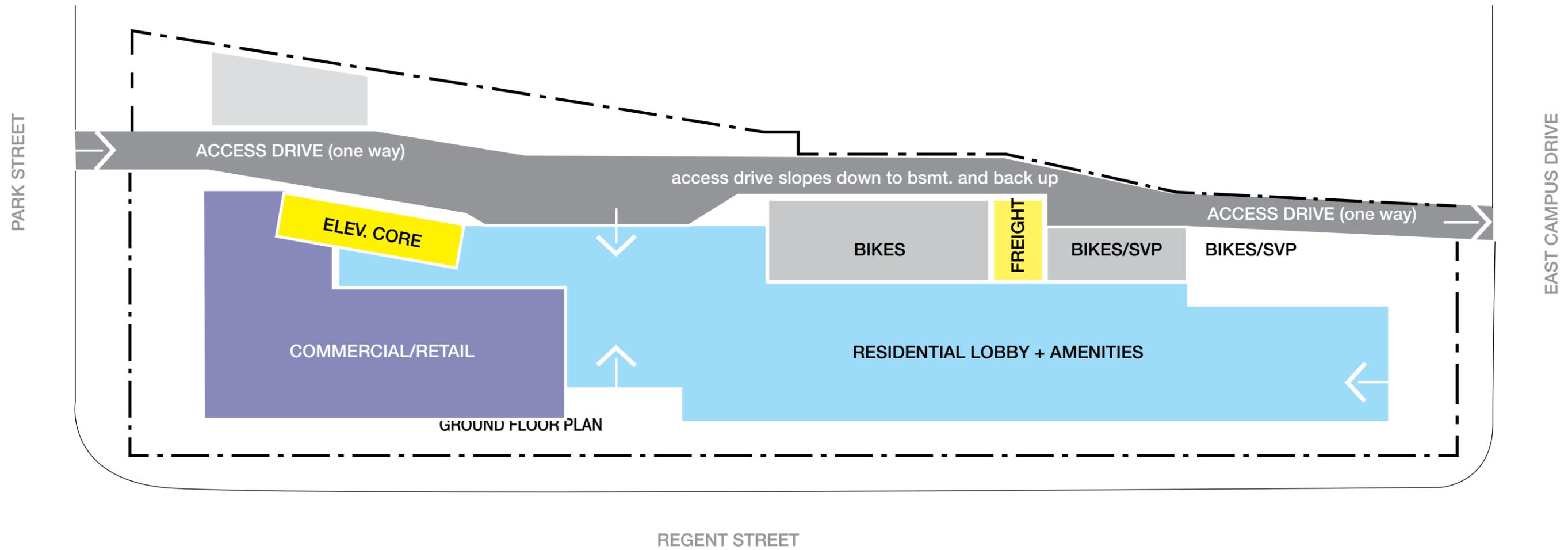
CONCEPT | JCAC SUBMISSION | VIEW LOOKING NORTHWEST ALONG REGENT

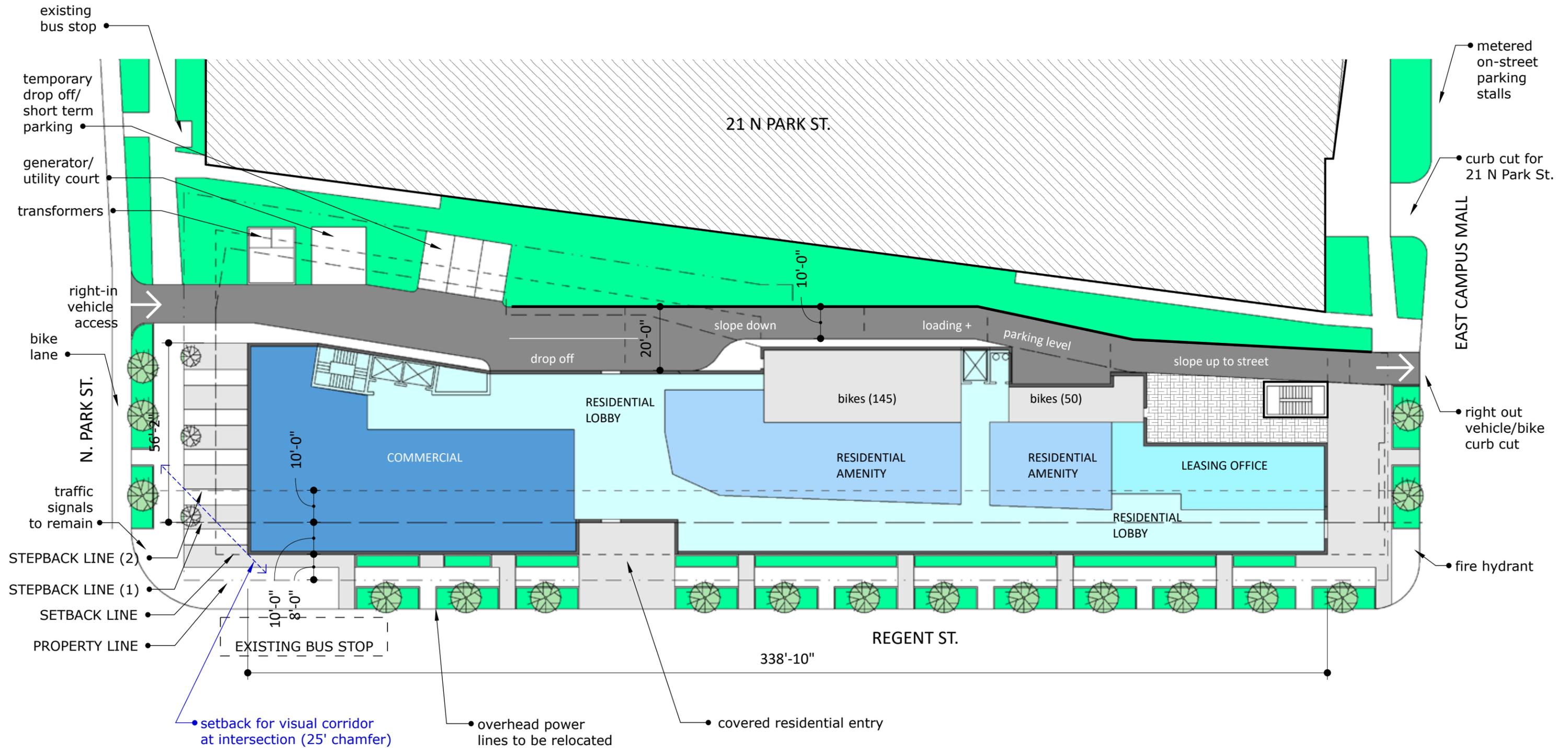
03.17..2022



CONCEPT | JCAC SUBMISSION | VIEW LOOKING WEST/NORTHWEST ALONG REGENT

03.17..2022

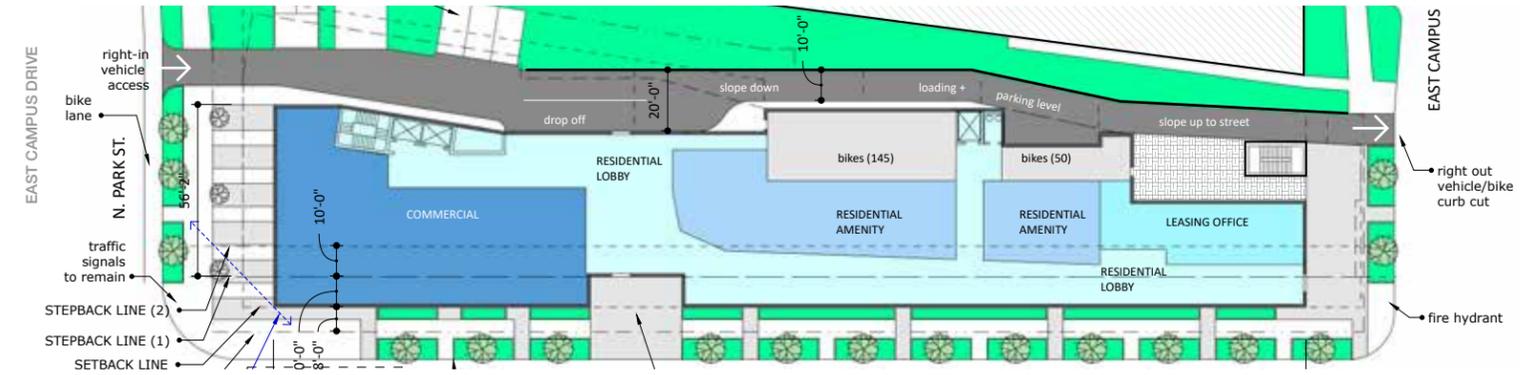
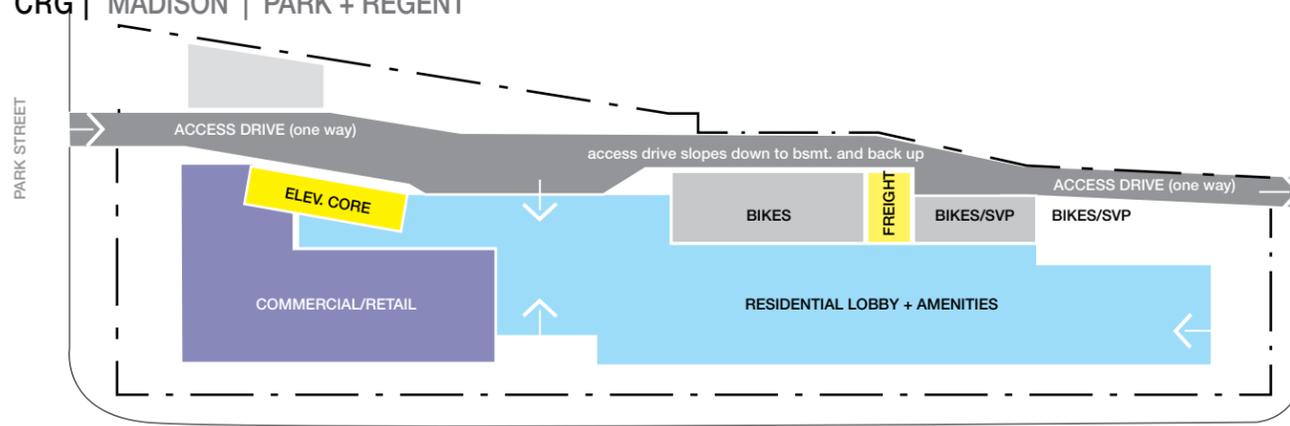






EXISTING SIDEWALK CONDITION ALONG REGENT (APPR. 7' FROM CURB TO BLDG.)

PROPOSED SIDEWALK CONDITION ALONG REGENT (APPR. 15' FROM CURB TO BLDG.)









CONCEPT | JCAC SUBMISSION | VIEW LOOKING NORTHEAST ALONG REGENT

03.17..2022