



# VANDEWALLE & ASSOCIATES INC.

To: Urban Design Commission  
From: Brian Munson  
CC: Core Spaces Design Team  
Alder Verveer  
Tim Kamps, Capital Neighborhoods Association  
Eli Tsarovsky, CANA Neighborhood Association  
Date: Monday, April 24, 2023  
Re: 304 North Broom Street Et. Al. (See attached): Informational Presentation

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The attached informational submittal packet for the Johnson & Broom Project, submitted on behalf of CS Acquisition Vehicle, LLC, outlines the initial design concepts for the redevelopment of a new student housing project located along Broom Street, Gorham Street, and Johnson Street. This project creates new student housing units with a range of bedroom & unit configurations and is designed to meet the standards of the UMX zoning district and Downtown Height Map; while offering much needed housing in the downtown area. Units within the project range in size from studios to 5 bedroom apartments. First floor townhome units with individual entrances along Broom and Johnson Street are also incorporated to activate the street frontages. Resident amenities are projected to include study rooms, fitness, and additional outdoor/indoor gathering spaces. Details of the amenities and rooftop open spaces are still being developed.

The revised informational submittal reflects the addition of the Johnson House/Laville parcels, adjustments based on City Staff comments, as well as application of the new downtown height /affordable housing ordinance allowance. The resulting design creates one building with two tower elements ranging in height from 7 stories (88') along Broom Street to 14 stories along Johnson and Gorham (capital height limit), consistent with the adopted ordinance. Affordable student housing is anticipated to be integrated into the project utilizing the Oliv model. The towers will be connected at the Broom Street floor with an enclosed

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Shaping places, shaping change

walkway with the Gorham/Johnson Street level serving as a vehicular access and mid-block bicycle pedestrian walkway.

Project Name: Johnson & Broom Project

Properties: 304, 309, 312, 314, 318 North Broom Street  
407, 431 West Gorham  
408, 412, 414, 416, 422, 430 West Johnson Street

Applicant: CS Acquisition Vehicle, LLC.  
1643 North Milwaukee Street  
Chicago, IL 60647

Design Team:  
Architecture: Antunovich Associates  
224 West Huron Street  
Chicago, Illinois 60654

Engineering: Vierbicher  
999 Fournier Drive  
Madison, WI 53717

Landscape: Site Design  
888 South Michigan Avenue  
Chicago, IL 60605

Planning: Vandewalle & Associates  
120 East Lakeside Street  
Madison, WI 53715

April 24, 2023

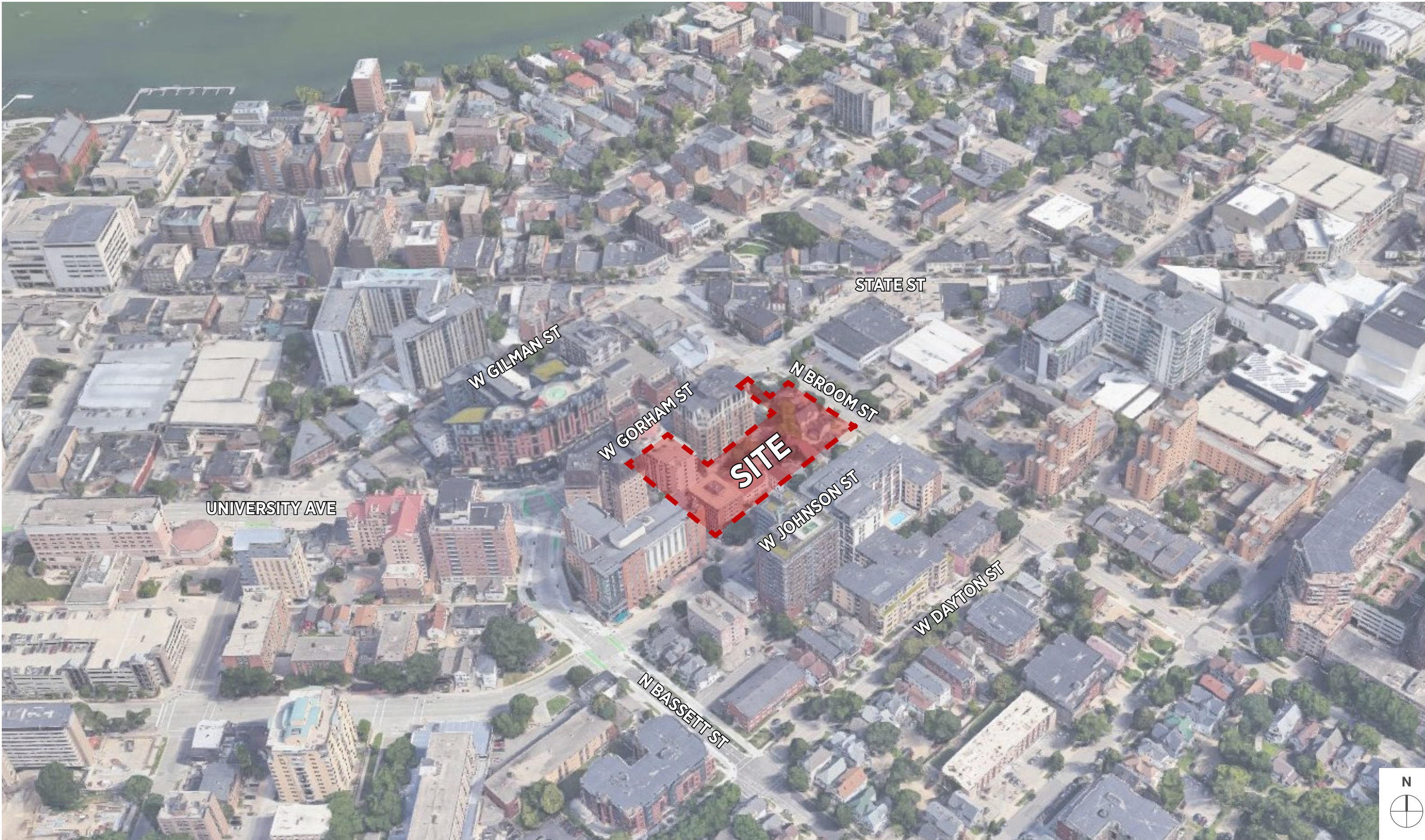
# MADISON - JOHNSON & BROOM

## UDC INFORMATIONAL PRESENTATION

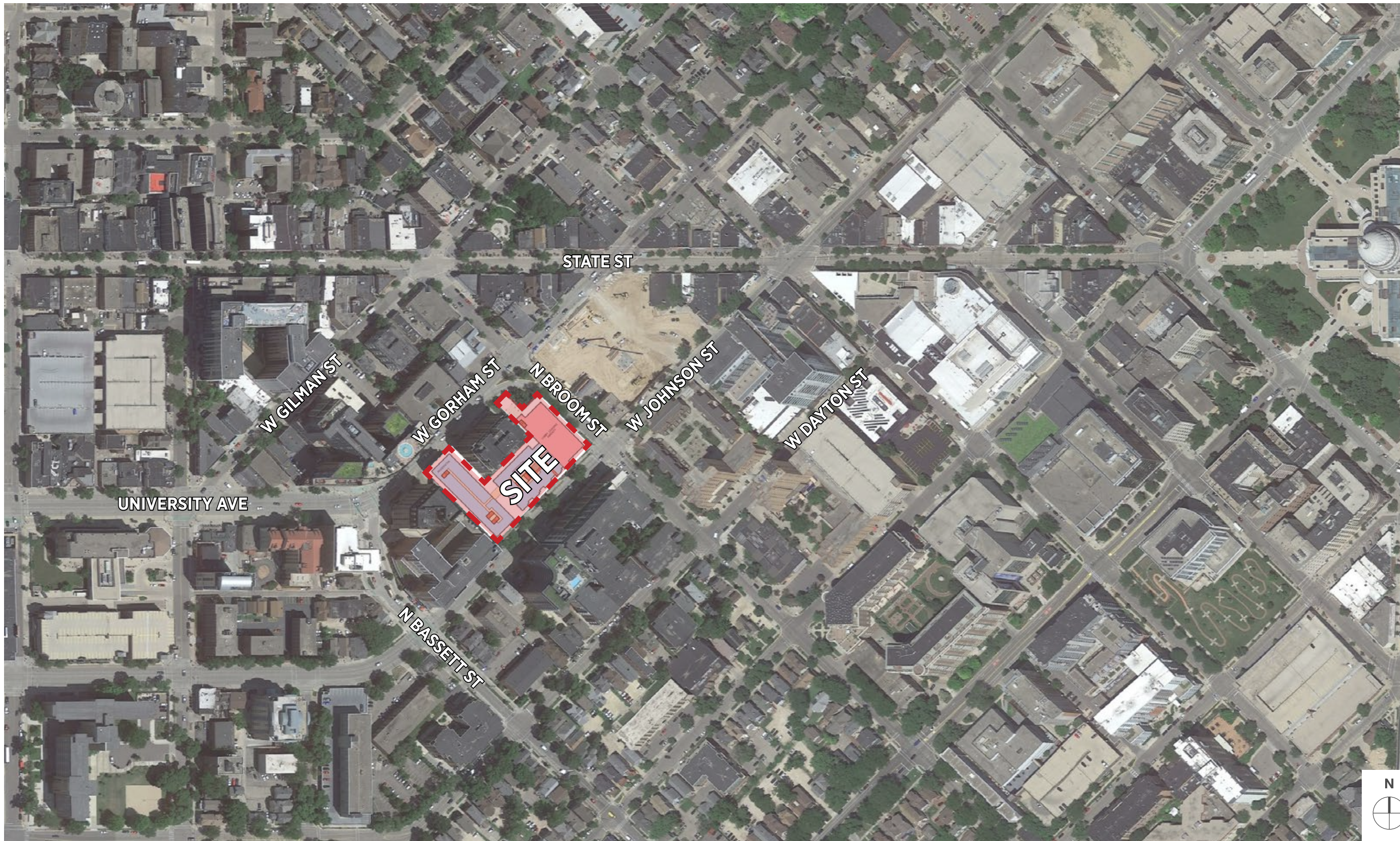


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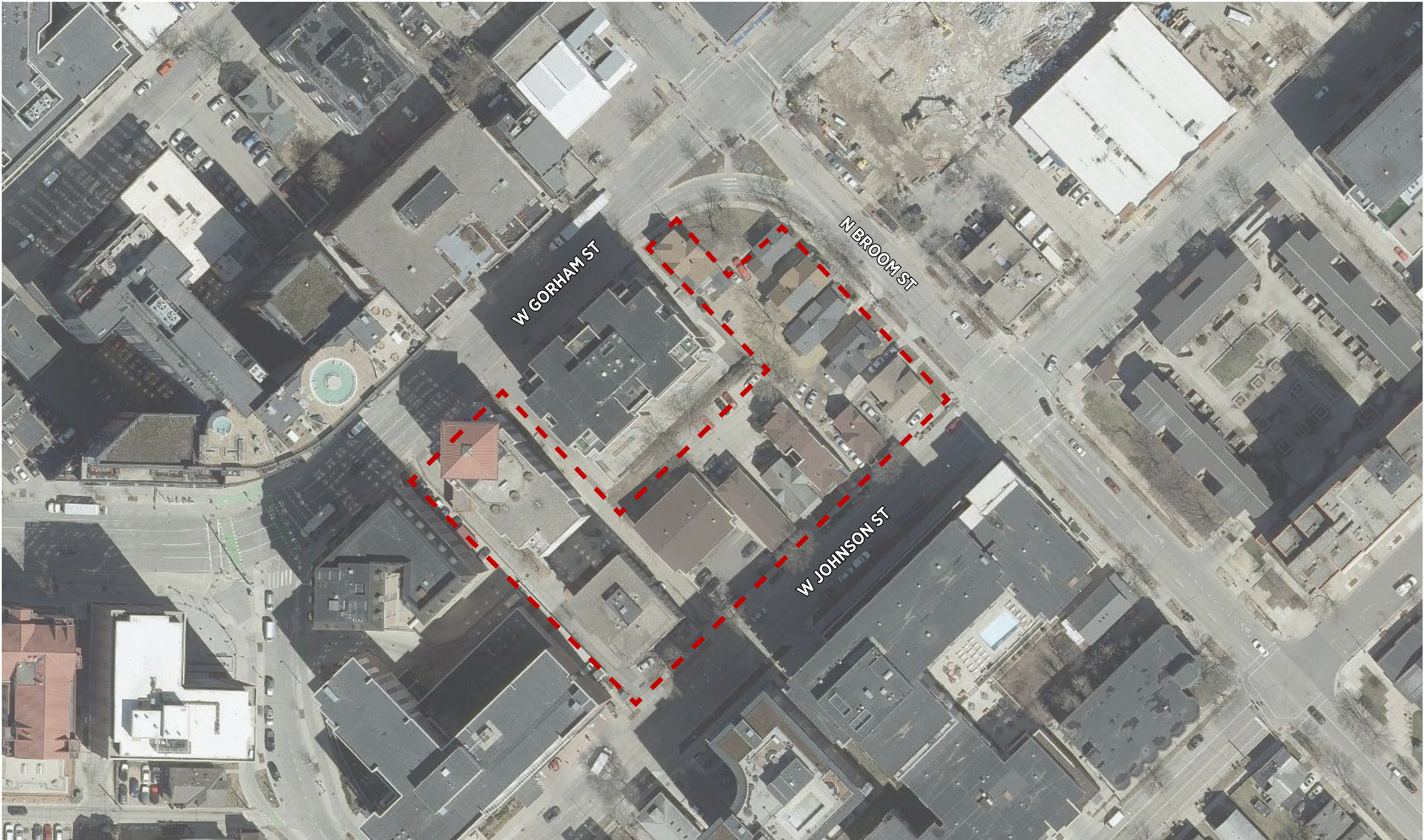
















LOOKING NORTH AT W. JOHNSON ST. & N. BROOM ST.



LOOKING EAST ACROSS W. JOHNSON ST.



LOOKING EAST AT N. BROOM & W. JOHNSON ST.



LOOKING NORTH ACROSS W. JOHNSON ST.





LOOKING NORTH/ WEST (TOWARDS W. GORHAM ST.)



LOOKING SOUTH / WEST DOWN W. GORHAM ST.



LOOKING NORTH / EAST DOWN W. GORHAM ST.



LOOKING NORTH DOWN W. GORHAM ST.





THE DOMAIN



ABERDEEN



326 W GORHAM STREET



301 W JOHNSON STREET



THE LUX



EQUINOX





HUB EAST LANSING



OLIV MADISON



THE JAMES | MADISON, WISCONSIN



OLIV AUBURN

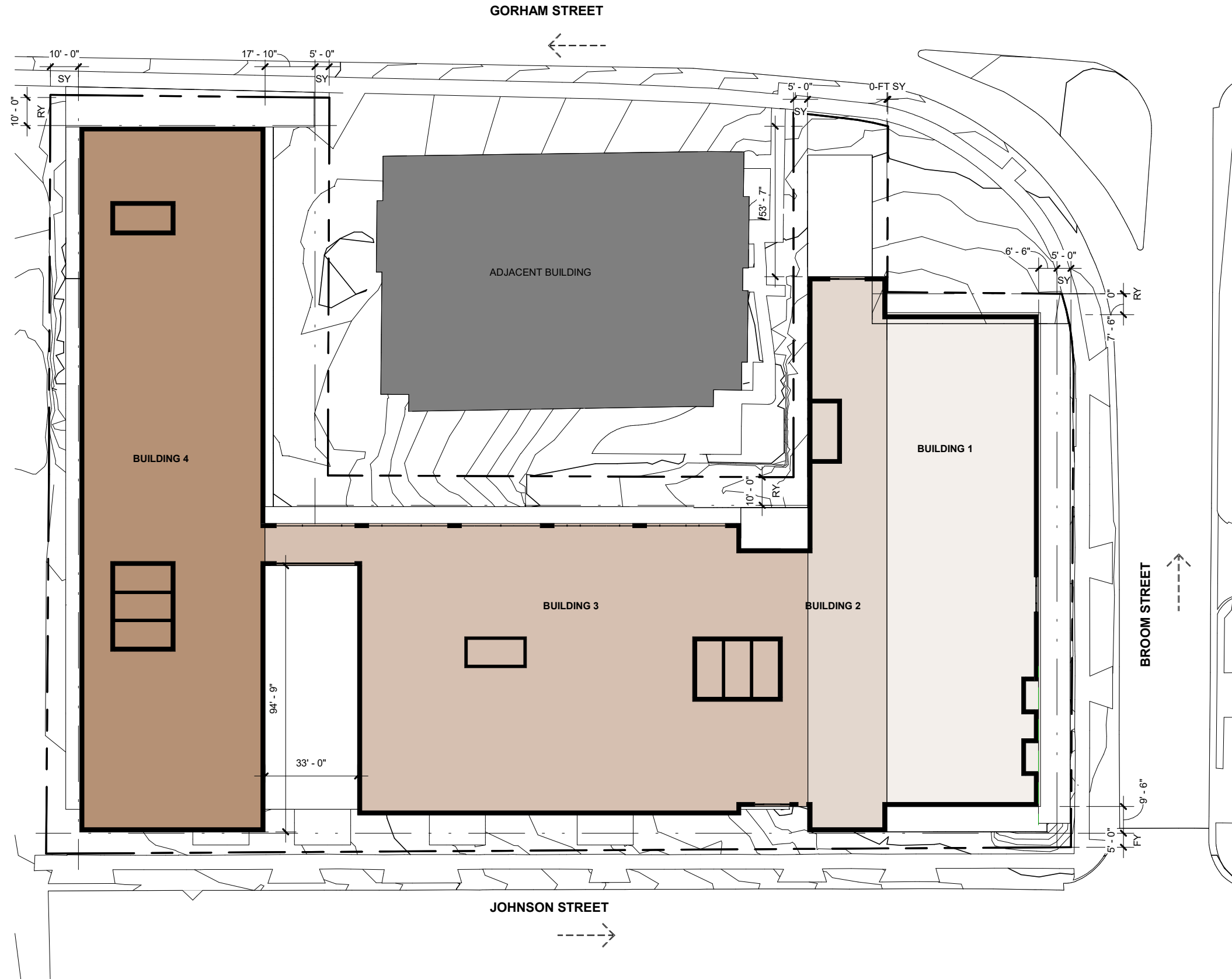


HUB MADISON

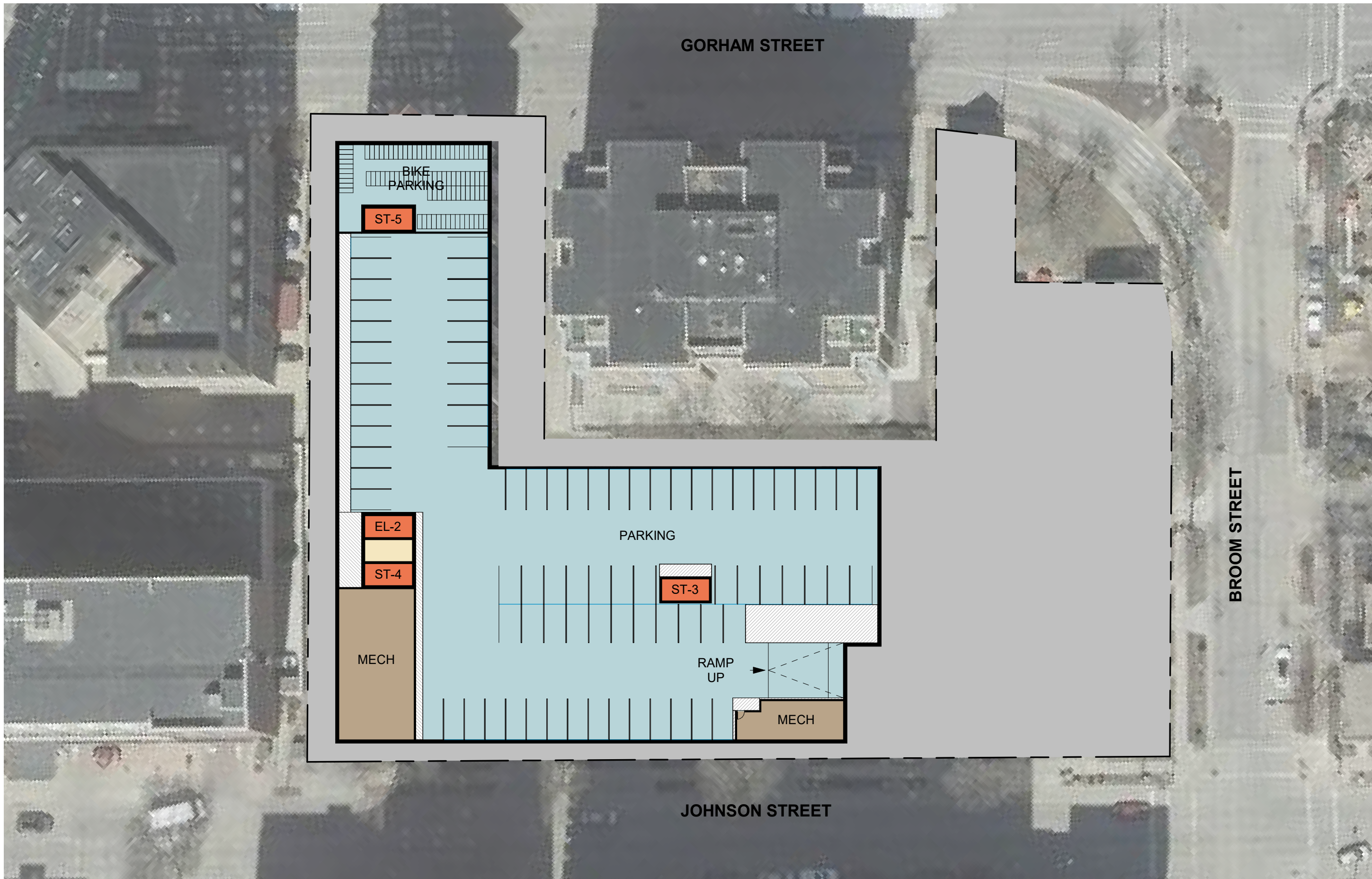


HUB CINCINNATI

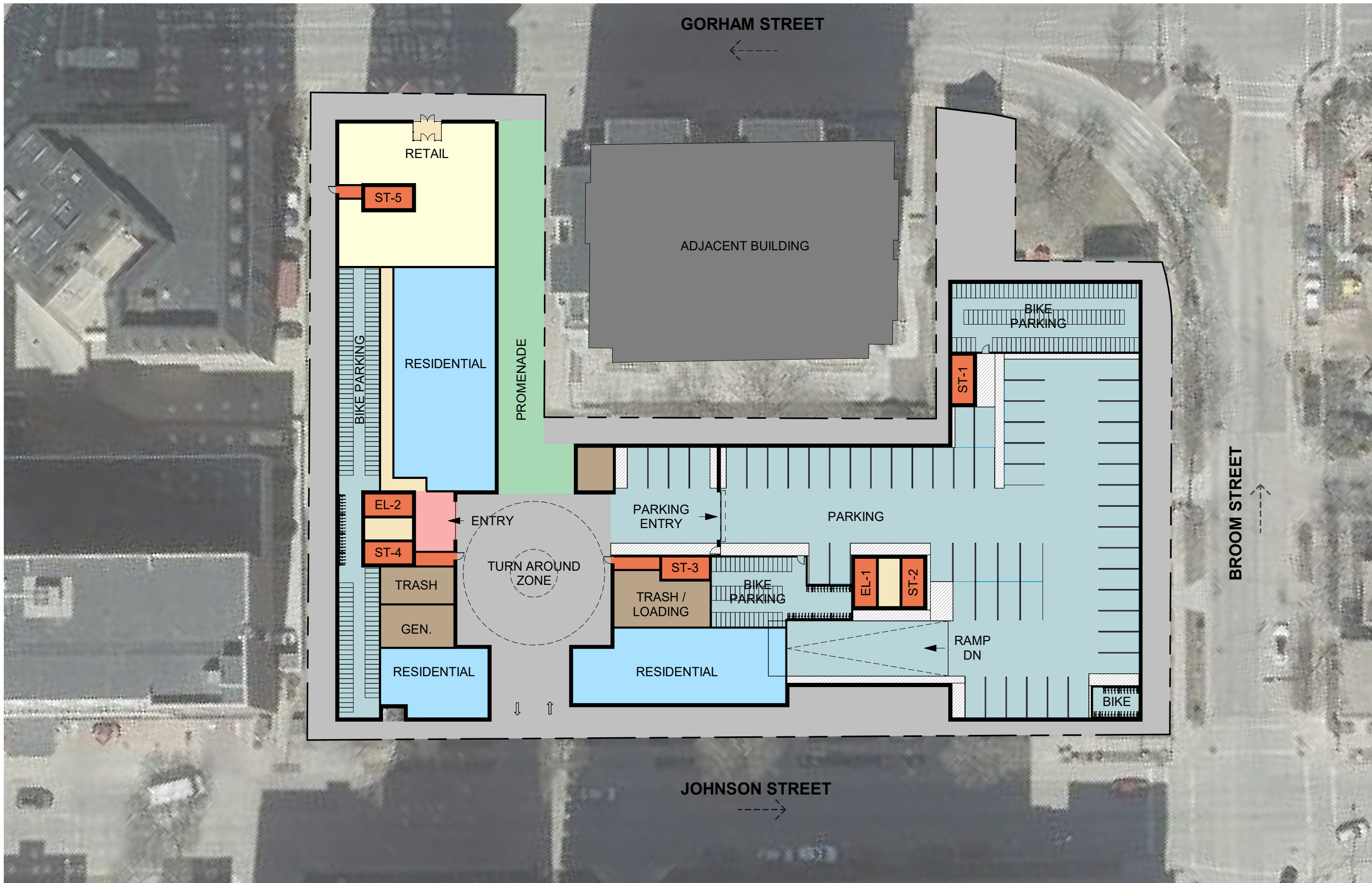




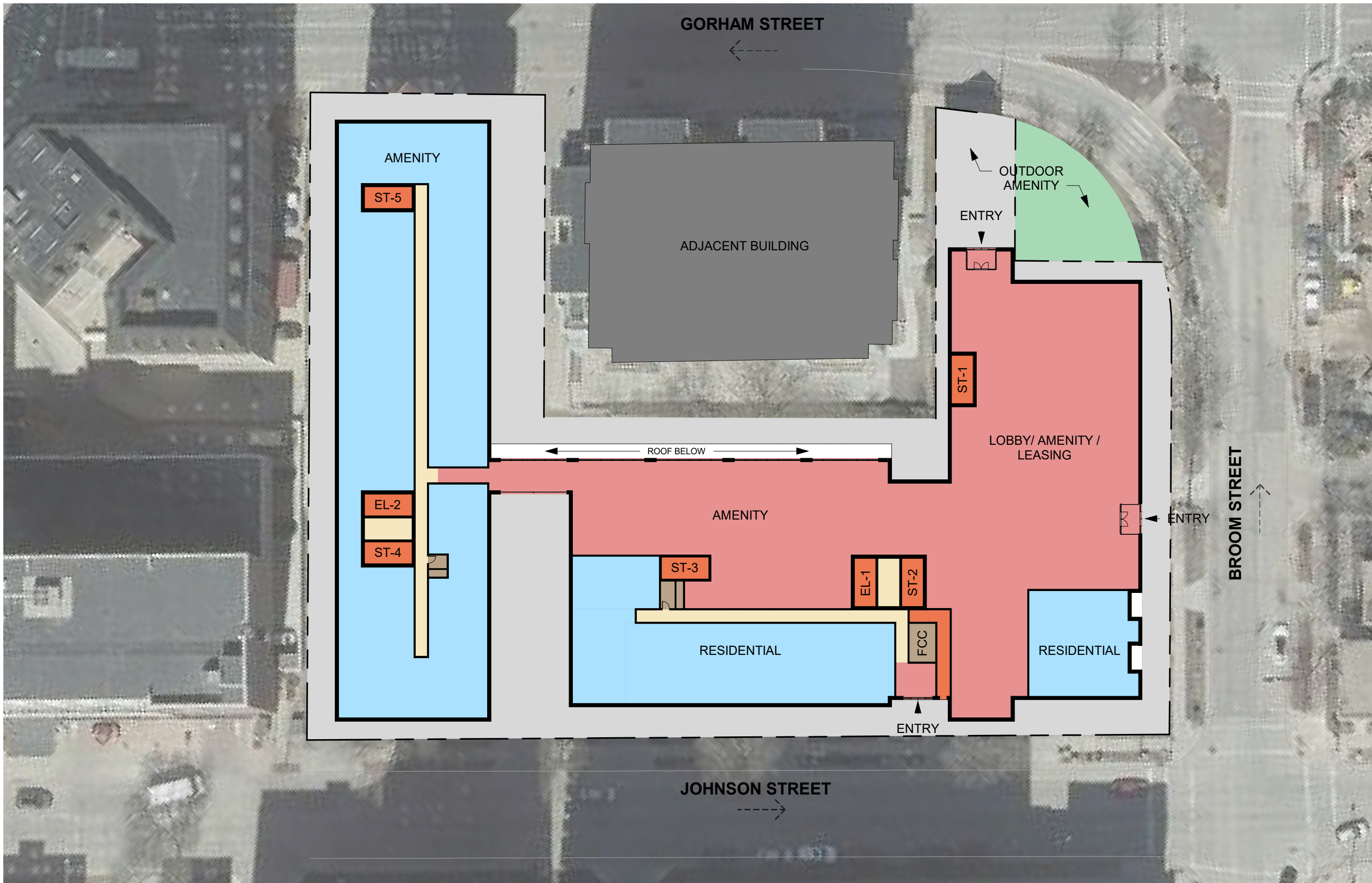




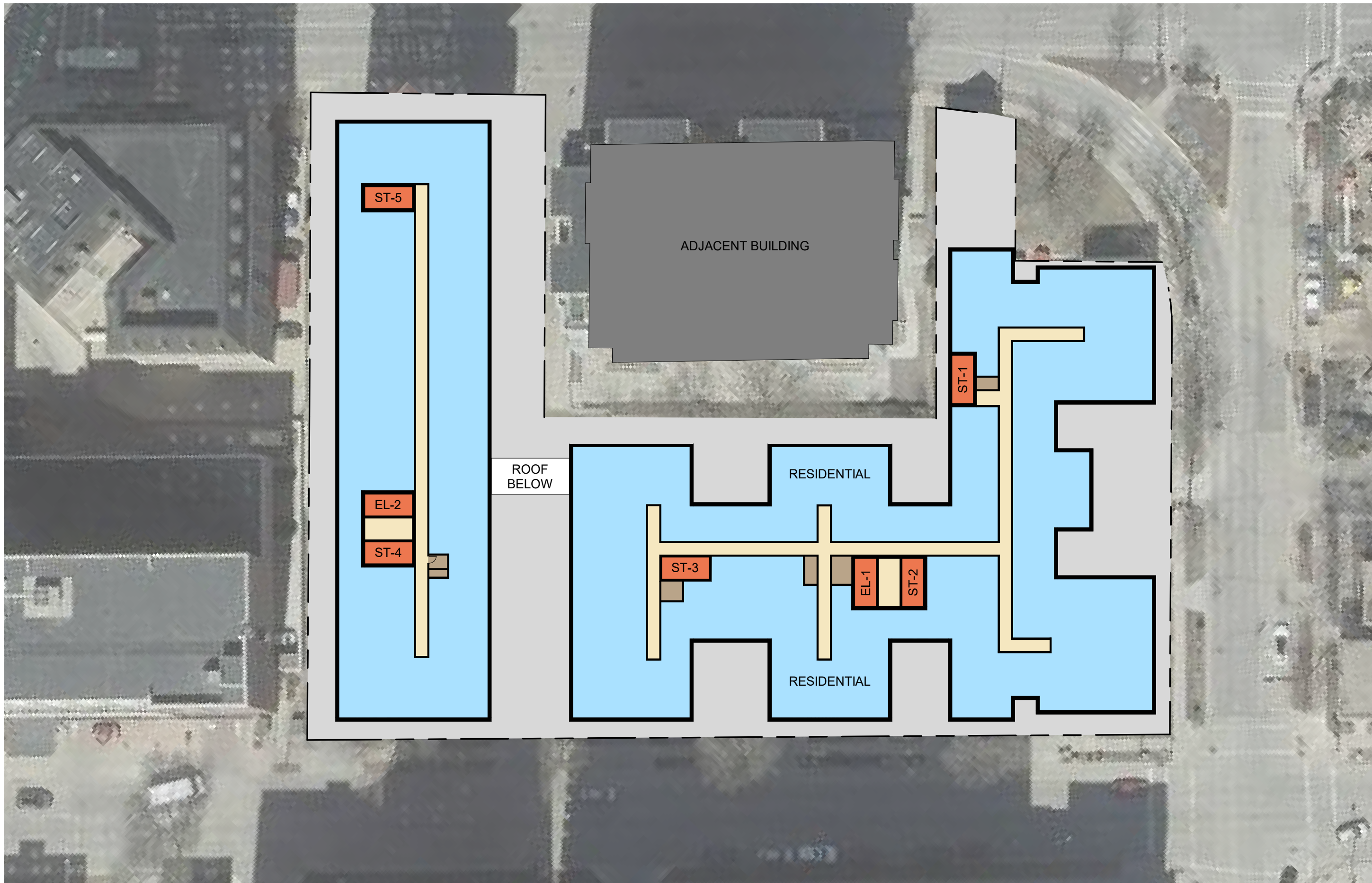




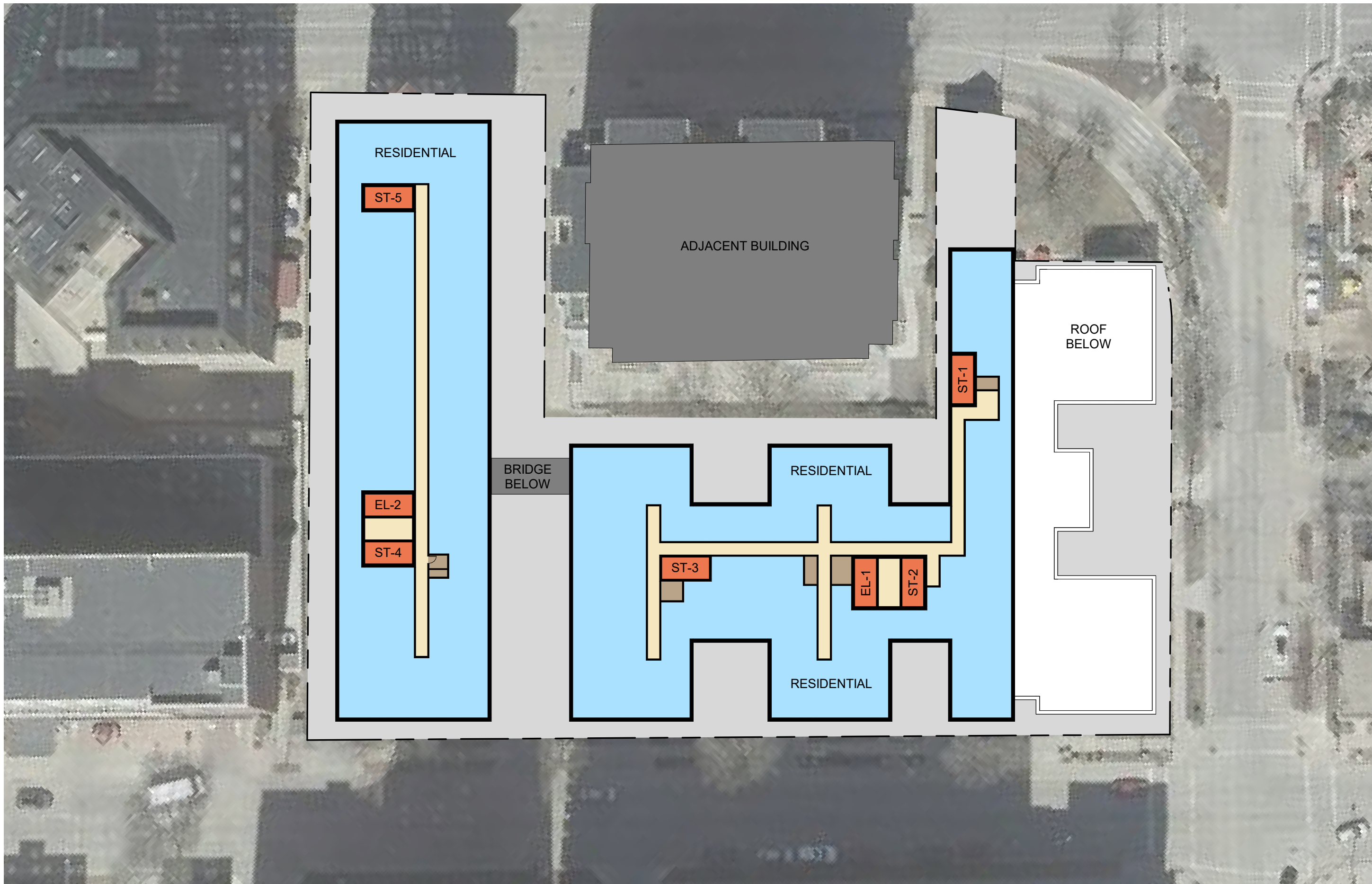




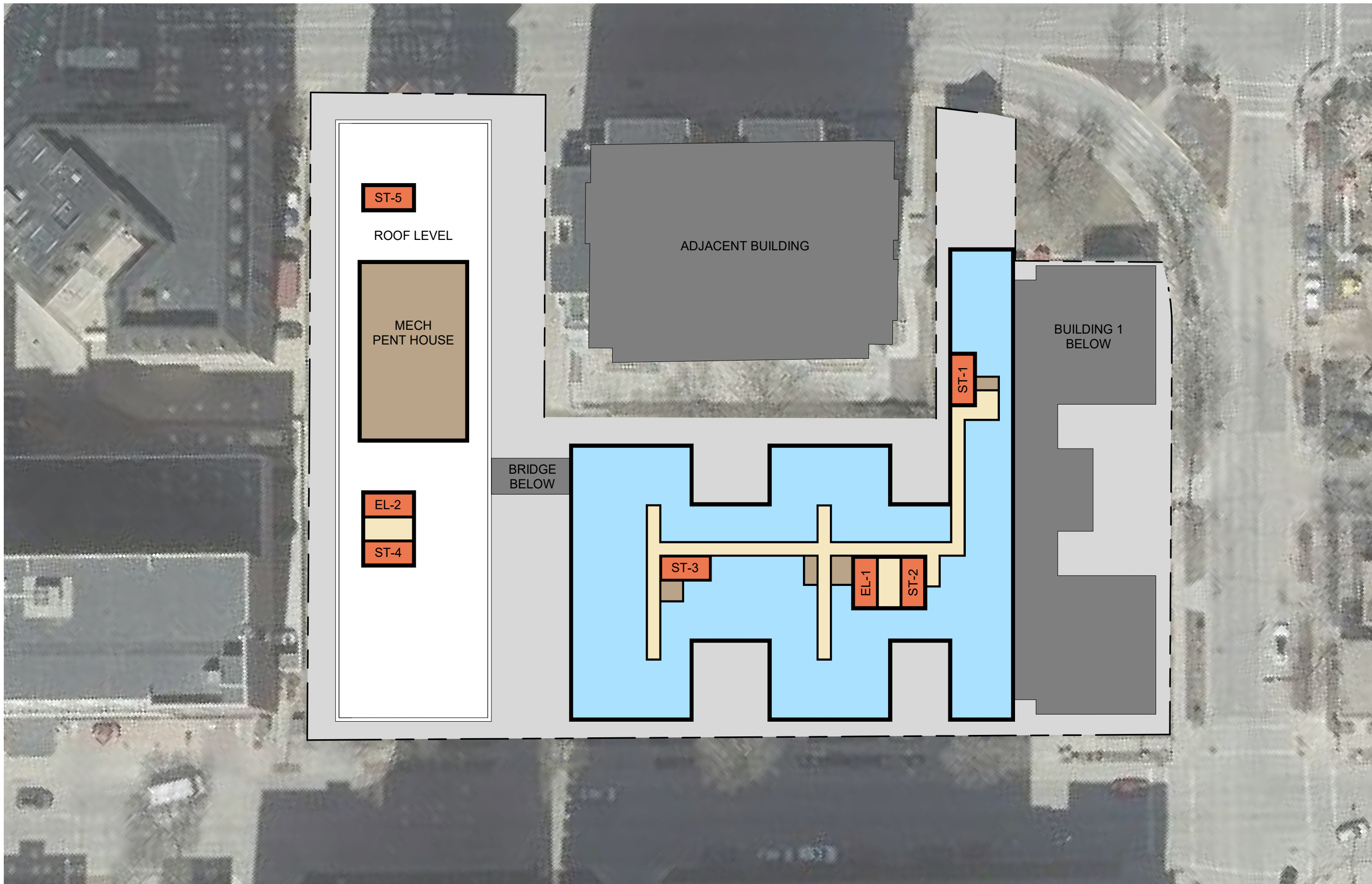




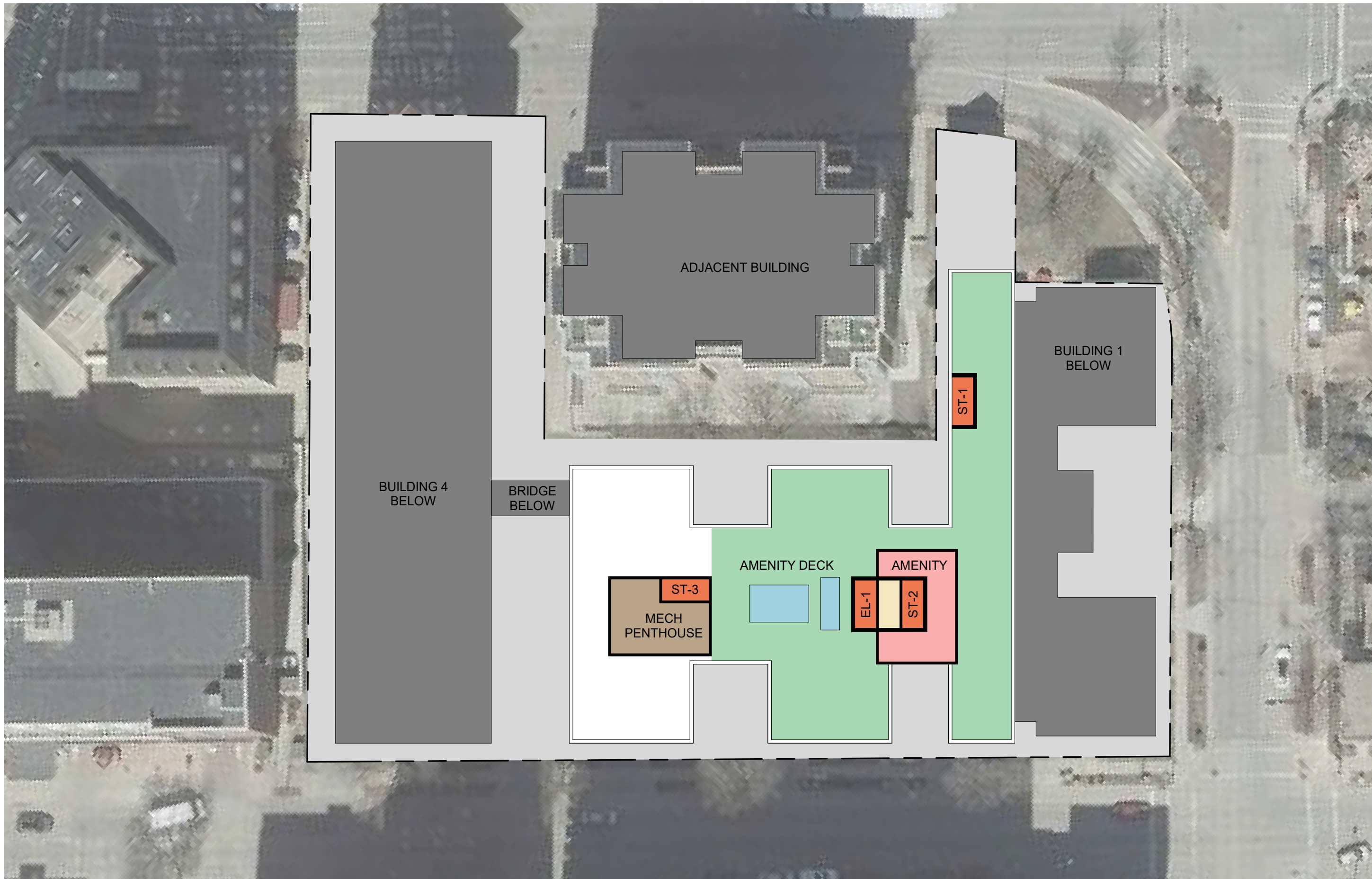












































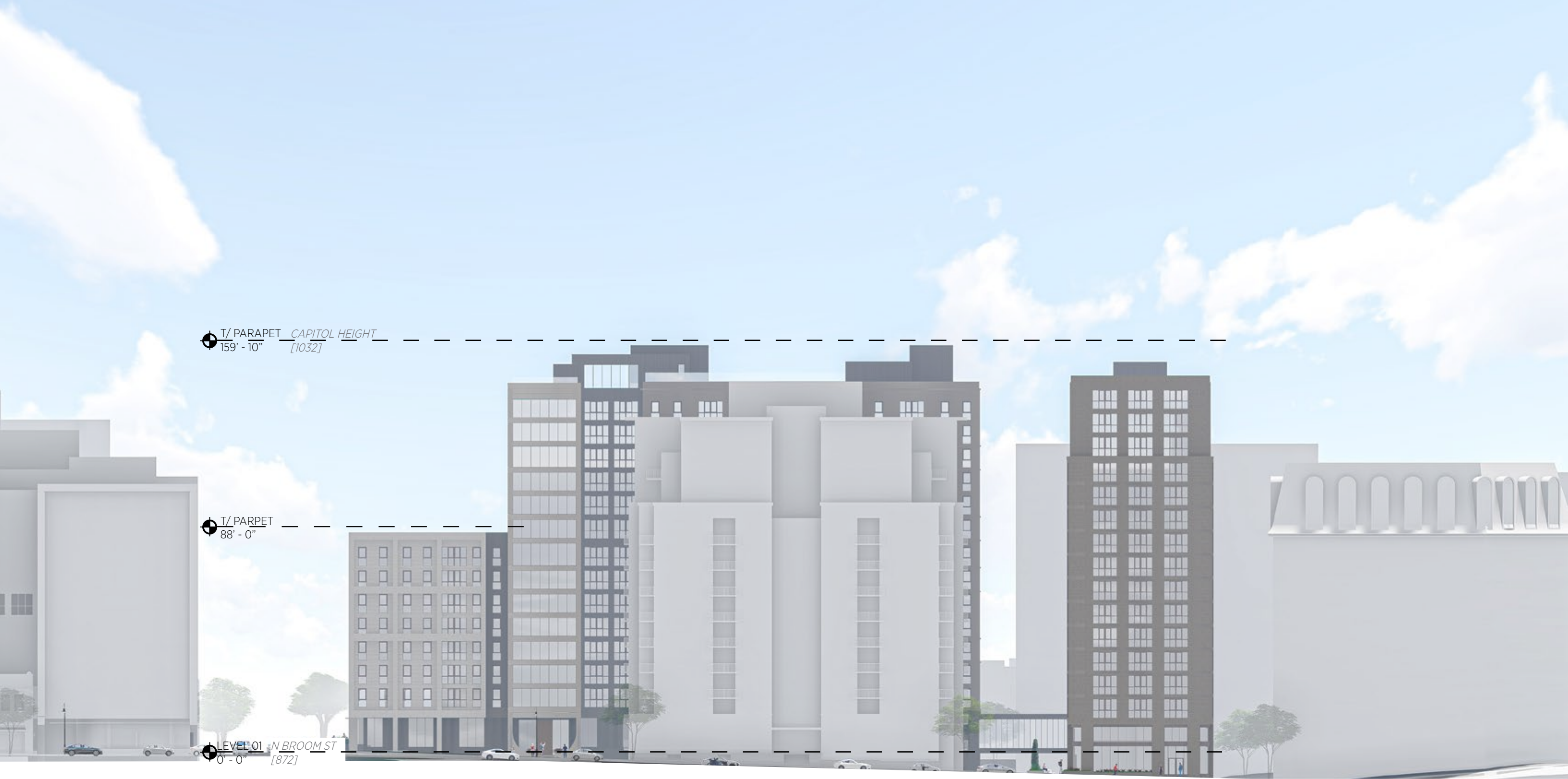












T/ PARAPET CAPITOL HEIGHT  
159' - 10" [1032]

T/ PARPET  
88' - 0"

LEVEL 01 N BROOM ST  
0' - 0" [872]







T/ PARPET CAPITOL HEIGHT  
159' - 10" [1032]

T/ PARPET  
88' - 0"

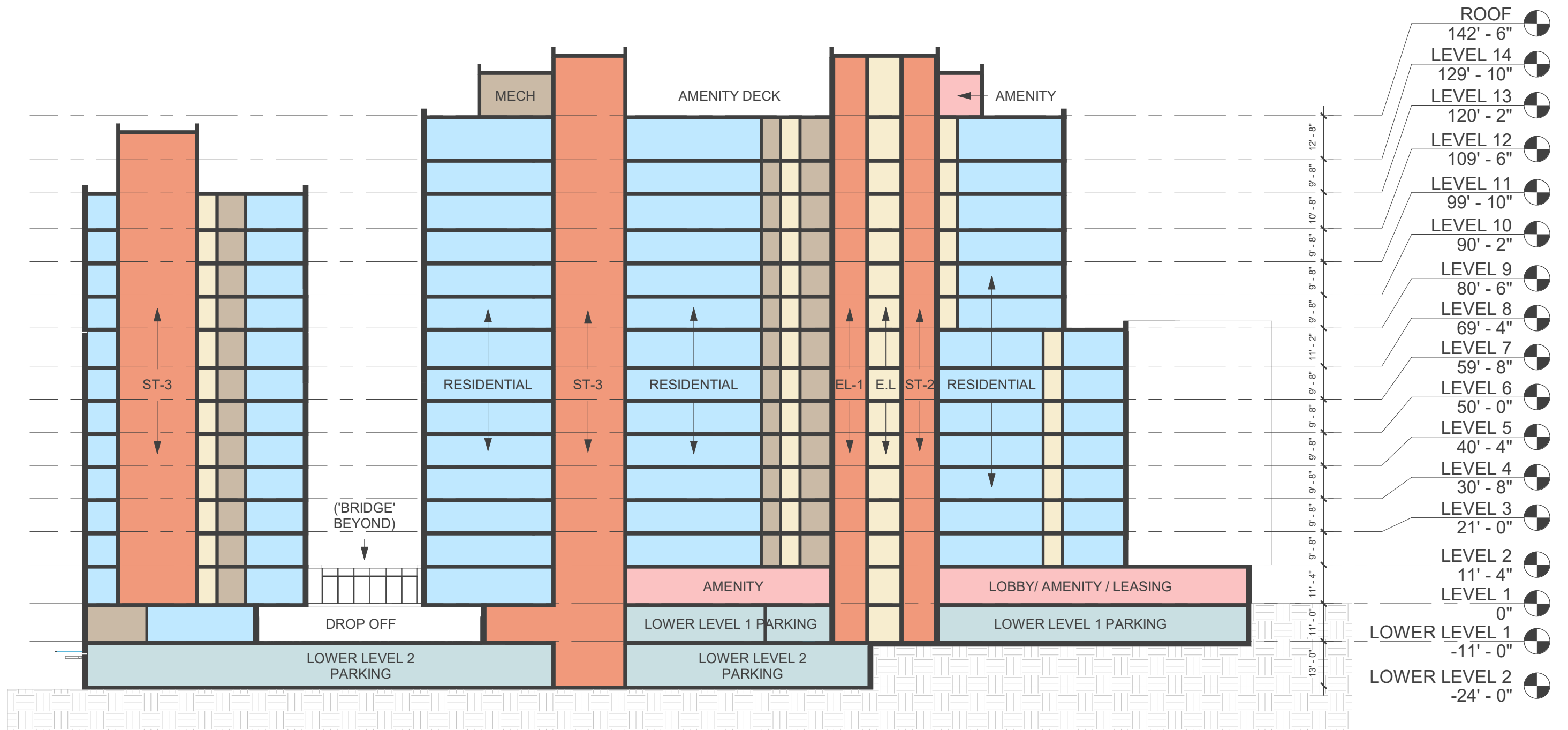
LEVEL 01 NBROOM ST  
0' - 0" [872]













**CORE SPACES MCCORMICK, MADISON , WISCONSIN**

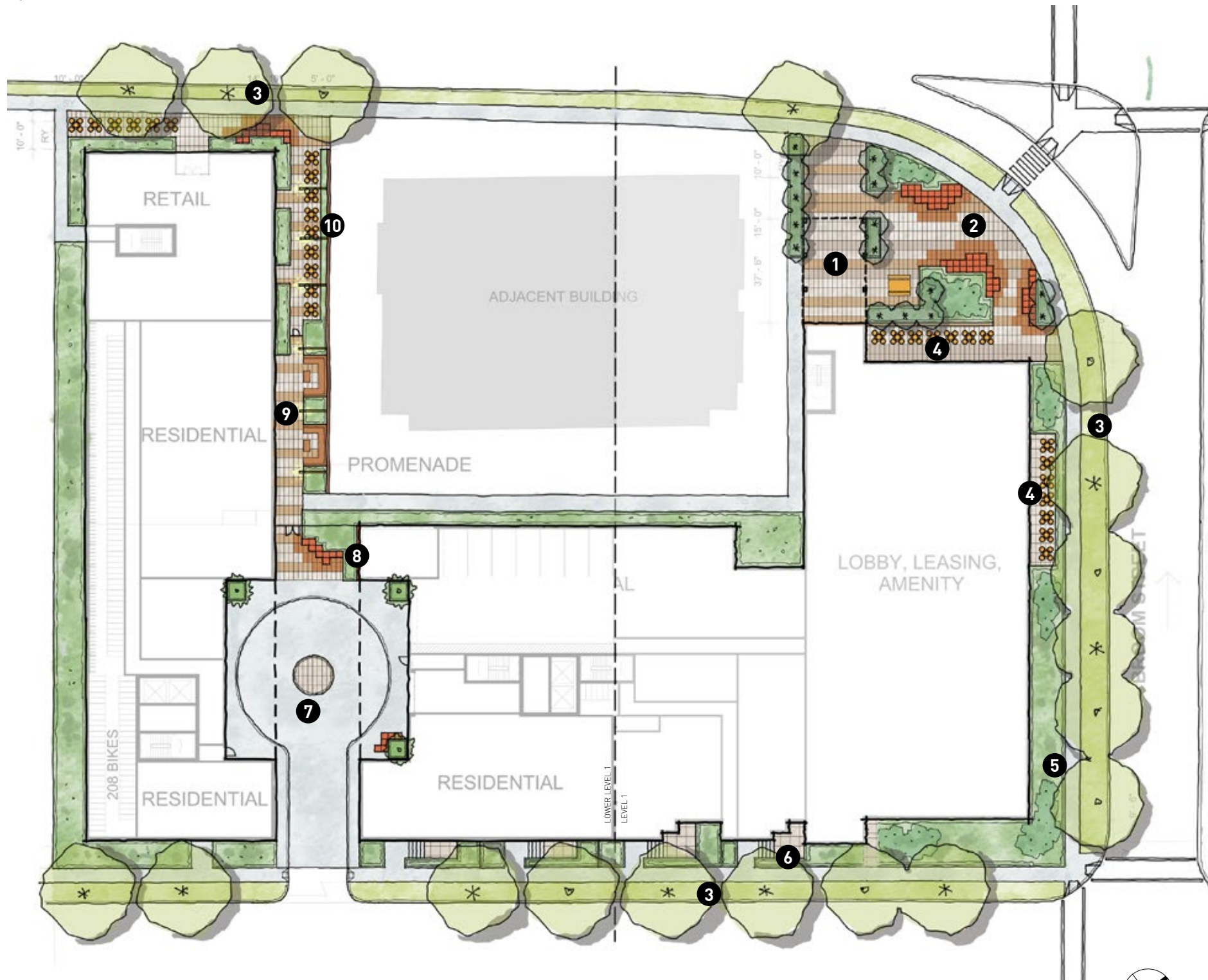
Schematic Design, Project Number: 9591  
 Mar 1st, 2023





**CORE SPACES MCCORMICK, MADISON , WISCONSIN**

UDC Informational Submittal, Project Number: 9592  
 April 24, 2023



**LEGEND:**

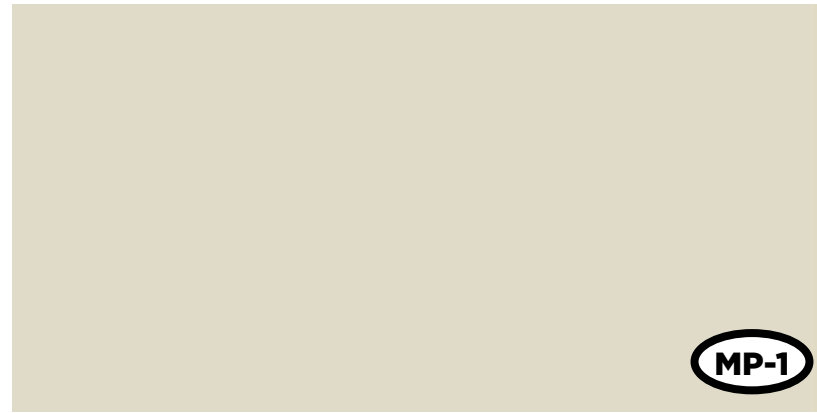
- 1 MAIN ENTRY PLAZA W/ SPECIALTY PAVING
- 2 PLAZA WITH PLANTERS AND SEATING
- 3 PARKWAY W/ EXISTING & NEW TREES
- 4 SEMI-PRIVATE LOBBY EXTERIOR SPACE
- 5 FOUNDATION PLANTING- POTENTIAL FOR WI NATIVE SHRUB FEATURE
- 6 UNIT ENTRIES
- 7 DROP OFF & PARKING ENTRY
- 8 POTENTIAL MURAL LOCATION
- 9 PEDESTRIAN AMENITY SPACE- LOUNGE SEATING
- 10 SCREENING FEATURE

1 OVERALL LANDSCAPE PLAN





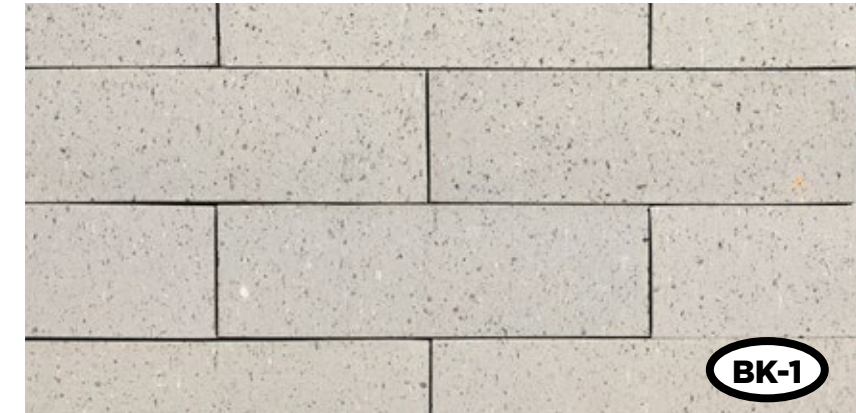




**MP-1**  
FLAT METAL PANEL  
COLOR, SANDSTONE



**ST-1**  
DIMENSIONAL STONE  
COLOR, MEDIUM TAUPE



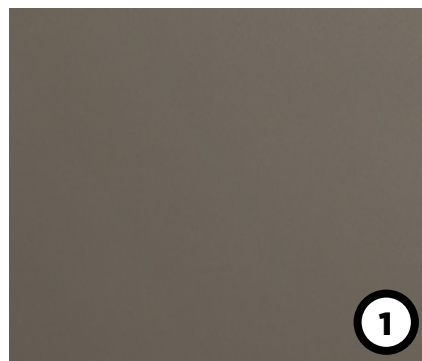
**BK-1**  
BRICK  
COLOR, WHITE GRAY



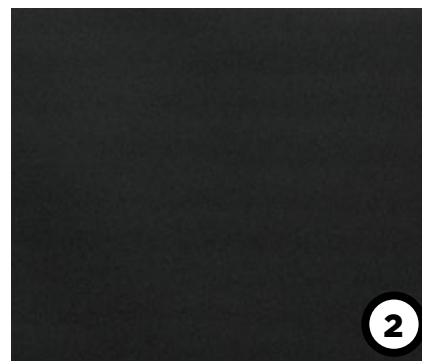
**MP-2**  
FLAT METAL PANEL  
COLOR, MIDNIGHT BRONZE



**BK-2**  
BRICK  
COLOR, LATTE



**1**  
POLYMER WINDOW SYSTEM  
COLOR, WARM STONE



**2**  
STOREFRONT SYSTEM  
COLOR, BLACK



GLAZING UNITS  
LOW IRON CLEAR



**CT-1**  
ARCHITECTURAL CONCRETE  
COLOR, GRAY



**BK-3**  
BRICK  
COLOR, COAL BRINDLE