



Department of Planning & Community & Economic Development

Planning Division

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TO: Urban Design Commission
FROM: Timothy M. Parks, Planner
DATE: June 26, 2017
SUBJECT: ID [47350](#) (UDC); [47312](#) (Plan Commission) – Approval of a conditional use to allow a mixed-use building with 3,000 square feet of commercial space and 48 apartments to be constructed at 2230 W. Broadway; 14th Ald. Dist.

The applicant, Movin' Out, Inc., is requesting approval to construct a four-story mixed-use building on an undeveloped 1.14-acre parcel located at the northeastern corner of W. Broadway and Fayette Avenue in Urban Design District 1. The proposed building will include 48 apartment units and 2,800 square feet of first floor commercial space. The project requires approval by the Urban Design Commission for new development in Urban Design District 1, as well as separate approval by the Plan Commission of conditional uses for a mixed-use or multi-tenant building over 40,000 square feet of gross floor area in CC-T (Commercial Corridor–Transitional District) zoning and a mixed-use building with more than 24 dwelling units. The Plan Commission is scheduled to review the conditional uses for this project on July 10, 2017.

The proposed mixed-use building will parallel W. Broadway. The commercial spaces will be located on the western end of the first floor adjacent to Fayette Avenue, with entrances proposed to both streets and from an eleven-stall surface parking lot to be located behind the building, which will be accessed from a driveway from Fayette. Elsewhere on the first floor, the applicant proposes a residential lobby and commons along the southern façade, and eight apartment units. A second residential lobby will face north toward a separate 16-stall parking lot, which will be accessed from a driveway from W. Broadway shared with the adjacent Antlers Tavern. The eastern driveway will also provide access to an underground garage that will include 40 auto parking stalls and 53 bike parking stalls. The upper three floors of the building will contain the remaining 40 dwelling units. Overall, the 48 apartments proposed will consist of four one-bedroom units, 32 two-bedroom units, and 12 three-bedroom units.

Elevations of the building propose a simple, contemporary commercial building to be clad with a combination of fiber cement siding and panels above a masonry base, with a distinct base, middle and top. The eight ground floor units will have exterior entries accessed from front porches. Balconies are proposed for the residential units on the upper three floors, which will be enclosed with metal railings.

The proposed four-story building supersedes a similar project proposed by the applicant for the subject site that called for a three-story building with 14,000 square feet of commercial space and 36 apartments, which was granted initial approval by the Urban Design Commission in December 2015 and was approved by the Plan Commission in January 2016. That project and a related proposal by the applicant to build 12 townhouse units nearby on Hoboken Road were awarded Section 42 affordable housing tax credits by the Wisconsin Housing & Economic Development Authority (WHEDA). Since those approvals, the applicant has been granted approval by WHEDA to combine the 48 dwelling units

proposed between the two sites into one project, which represents the current proposal for the 2230 W. Broadway property.

The applicant is requesting *initial or final approval* of the four-story mixed-use building from the Urban Design Commission. The Planning Division believes overall that the Urban Design Commission may find that the building meets the requirements for new development in Urban Design District 1. Specifically, the project provides the effective screening of parking recommended by the district, with all of the proposed parking located at the rear of the building or underground. Further, the architecture of the building suggests that it can meet the district goals for contemporary architecture, and for materials and colors of new buildings to be durable, low maintenance, and harmonious with each other and with other buildings in the neighborhood.

However, the elevations submitted show no HVAC penetrations. Staff recommends that any proposed HVAC or utility penetrations on the building not face W. Broadway or Fayette Avenue, and that any such penetrations elsewhere on the exterior of the building be designed to be perpendicular to the facades to limit their visibility to the greatest extent possible. No utility or HVAC pedestals or penetrations, including HVAC wall packs for units, and gas meters or electric meters for buildings/ units shall be permitted without specific approval by the Urban Design Commission and Plan Commission.