



September 9, 2024

MEMO

Project Name: West Mifflin Street

RE: Project Narrative / Letter of Intent – Land Use & Formal UDC Submittals

TO:

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Summary

Trinitas Ventures is proposing a new 10 story, university centric apartment development in Madison at the current property combination of 619 and 699 Mifflin. As part of the project, the existing Wiedenbeck landmark apartment building will remain as a standalone building with some much-needed capital improvements to support the future useful life of the structure. The intent for the 619 Mifflin apartments is to maintain them similar to today as more naturally occurring affordable units.

Adjacent to the landmark, the new building will be a higher density residential opportunity accommodating more than 650 residents. The apartment sizes will range from 5 bedrooms to studios and will replace the 1980's era low rise apartments that exist today. Despite the lower market rental rate for historic apartments, the developer will extend all the social and educational amenities of the new development to all residents of both apartment buildings. These shared support space and amenity opportunities, without prejudice, ensure equal access to well-being benefits of a university-centric new multi-family development.

The new project, after investing in substantial capital improvements in the historic property and site remediation, will provide the new apartments at market rates, comparable to similar full-service amenitized properties in Madison in its year of opening. However, the project has a unique opportunity of incorporating double occupancy units in the larger podium portion of the building at a much reduced rental rate for those seeking this opportunity. The project has approximately 610 bedrooms proposed. Roughly 40 of the 610 bedrooms are proposed as double occupancy, bringing the number of beds proposed to roughly 650. Further details on these double occupancy dwelling units can be provided in future meetings and submittals. The team looks forward to continuing meeting with the neighborhood and its steering committee to receive additional feedback that will better inform the future project.

Project Approach

The proposed design uses the excellent urban design strategies from within the Downtown Urban Design Guidelines that the City of Madison . Beyond those it utilizes best practices of designing quality public realm, appropriate architecture for dense and quality urban fabric buildings, and sustainability initiatives that are possible and appropriate at this particular site location.

Allowing for a 10 story building creates a project of a size that allows for the historic Wiedenbeck building to be preserved and continued to be operated as naturally occurring affordable housing (NOAH). By drawing a new property line and creating a separate site for Wiedenbeck, the longevity of that building will be able to be extended. By building a new project next door with shared common area spaces indoor and outdoor the Wiedenbeck rental units are enhanced from their existing arrangement.

Additionally, the 10 story building with the number of Unit and Bedrooms as proposed allows for superior architectural design by putting the project type into Type I construction. The structure itself is able to be built from Post Tension Concrete which is far more durable than other housing construction types and has a longer lifespan. In tandem to this the exterior materials are able to be of a higher quality by the project's additional density. Contextually appropriate masonry is used at the new building's architecture at the base of the building to complement the adjacent historic structures. Above a more modern approach is taken at the upper facades with materiality, see description of exterior materials later in this document.

Public Realm

With the severe constraints of little to no public frontage on a city right of way we've designed a proper boulevard condition where possible and included a drop off court to allow for deliveries and other vehicular necessities to take place in a humane and organized manner. This drop off condition is separate from parking areas and will be maintained as open space for the intended activities. Coupled with this we've weaved in pedestrian scaled connections on each side of it to

promote cross connections to neighboring properties that drastically improves the existing conditions.

From the Mifflin Street cul-de-sac, the entry court for the building becomes an extension of the streetscape. Within the entry sequence, the design highlights the pedestrian zone with street trees, site furnishings and specialty pavement bringing details and scale down to the pedestrian. The pedestrian access also extends along the full façade adjacent the Art Lofts to create connectivity from Mifflin to the Harvey House/Train Depot parcel.

The vehicular circulation is minimal on site and is a shared use space that define zones for a safe drop off at the front door and a connection to the ramp proceeding down to the underground garage. The island at the front drop-off is designed with lush planting to define traffic patterns and create an aesthetically pleasing focal point. Emergency access and maintenance is located off Mifflin with a connection through the site at the plan NW corner.

The other facades of the building will accommodate foundation planting and trees, where space allows, to provide a visual buffer and seasonal interest, while bringing the scale down to the pedestrian zone.

Exterior Materials

Proposed exterior materials for the building will consist primarily of brick masonry, metal panel and glass, along with areas of Exterior Insulation and Finish Systems (EIFS). Brick mostly defines the first two to three levels of the structure, with two different selected brick blends that relate in color and tone to the historic Wiedenbeck Apartments building to the east and the historic Madison Depot to the west – while not copying its neighbors. The proposed brick building base will also incorporate cast stone sills at window locations, also in an attempt to connect with the architectural language of these historic structures.

The tower portion of the proposed building, Levels 4 through 10 above the brick base will feature elevations clad in high quality, non-reflective prefinished metal wall panels as the primary material. Three general panel colors and panel types are proposed. The tower massing is essentially organized into alternating fields of medium gray profiled sheet metal wall panels and “stone” white profiled metal wall panels, with the third metal panel color – an accent “terracotta” color – utilized at recessed balcony bays to sub-divide the facades and act as transitional zones between the medium gray and white fields. Additionally, this accent color frames stacks of projecting balconies and also highlights the glassy top floor club room space at the southwest corner. Finally, it defines the 4th Level on the north elevation, which mediates between the brick plinth and tower stepback above

For both the medium gray and white fields, the design intends to employ variable-width panels with reveals or standing seams to produce a textural appearance for the upper portions of the building. Finally, an EIFS cladding system is anticipated at the interior courtyard of the building, which will not be visible at grade from any public vantage point.

Balcony stacks factor significantly into the design. There are two varieties of balcony types: (1) inset balcony bays which create recessed “gaskets” between the different tower massings and (2) projecting balcony stacks that add a three-dimensional layer to the building façade behind. As described previously, both balcony types are marked by usage of the “terracotta” accent cladding.

Window patterning is differentiated between the building base and the tower above. The former features a more classic arrangement of stacked masonry openings with window unit sizes compatible with the adjacent historic buildings – while the latter involves a randomized composition of narrow, vertically-expressed window units with color-matched head and sill panels. This juxtaposed patterning enlivens the building while providing plenty of daylight into the dwelling units. Larger areas of vision glass storefront are allocated for common amenity areas around the building, including the main lobby, Fitness spaces, Level 4 club room and top floor club room – to help distinguish them as special programmatic spaces and maximize natural light within these active areas.

Stormwater:

The project is considered a re-development per Wisconsin DNR and City of Madison standards. In accordance with applicable stormwater regulations, new infrastructure is proposed to meet the rate control, volume control, water quality, and pollutant reduction criteria.

As the majority of the 1.09 acre development area will be occupied with the new building, roof top planters will be implemented to reduce stormwater runoff. To further offset the impact of the development, an infiltration and detention basin are proposed on the north side of the property, capturing surface flows in that area as well as discharge from the building before entering the City storm system.

Summary

It is our intent that the above outlines how our design approach will be consistent with the Downtown Urban Design Guidelines and best practices of quality public realm, architecture, and sustainability for this project’s site.