



Agenda Item #: 6

Project Title: 2150 Commercial Avenue + 2231-2235 Myrtle Street - New Mixed-Use Building in Urban Design District (UDD) 4. (District 12)

Legistar File ID #: 88916

Members Present: David McLean, Acting Chair; Rafeeq Asad*, Nicholas Hellrood, Jessica Klehr, Davy Mayer, and Anina Mbilinyi

Prepared By: Jessica Vaughn, AICP, UDC Secretary

*Asad was recused on this item.

Summary

At its meeting of August 13, 2025, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new mixed-use building located at 2150 Commercial Avenue + 2231-2235 Myrtle Street. Registered and speaking in support were Rachel Kriech, and Barry Yang. Registered in support and available to answer questions were Jennifer Camp, and Rusty Pearson. Registered in support but not wishing to speak were Nicholas Davies, and Bridget Mudd. Registered and speaking in opposition was Kristen Ann Edge.

Summary of Commission Discussion and Questions:

The Commission noted the length of the building. Why is it one continuous building? The applicant responded that the goal is to get as much density and parking as possible and screen the parking, the 'S' shape helps break up the building. The Commission noted the public comment from a group that owns acreage on this site, and asked the applicant if they have had contact or coordination with them. The applicant replied that they have not.

The Commission asked about the number of materials. Why does the base look like it's coming up half way? The building is cut in half horizontally – there is not a consistent base component. Typically, building designs have a base, middle, top – this does not do that. There is no meeting the ground, or meeting the sky. The applicant replied they are emphasizing the corners with the brick to identify community space and commercial spaces.

The Commission noted that the material application/distribution and continuity of the building design, overall mass and length need to be looked at.

The Commission commented that the northwest street view is successful, with a nice relief with the courtyard. This should be replicated throughout, not necessarily with courtyards, but the massing and breaking it apart for air and relief. It seems like the overall consensus is this building is too long. There is push and pull in the façade but on a long view, you'll see a very strong datum line across the top of the building as one long line. The building needs vertical relief, and spatial relief between the massing, highly encourage you to look for some relief in the massing, as well as looking at design options for breaking up the strong horizontal roofline.

The Commission talked about the brick signifying commercial, but that not all corners look commercial. Using that as a certain type of language, is not as strong as it could be. The applicant responded that every corner has three-story high masonry, with brick applied at the corner where there is commercial space on the first floor, and reddish brick to the two building entrances. If it's just residential space we will change to dark gray brick veneer. The Commission noted it

might be a stronger statement to have only corners get masonry, and not halfway down the façade; this could use some finesse.

The Commission asked about access from Oscar Avenue, noting this could be pedestrian friendly by having more access from buildings to the street, and a more lively streetscapes, including adding walk-up units.

The Commission talked about the length of the building, and using design to break down mass and scale, or actually creating a separation. The distribution and composition of materials, the idea of a consistent base, middle and top, doesn't come through very strongly in how the materials are distributed across the building. The corner element being half masonry is not a clear yes that this is commercial, a stronger expression would be taking masonry up to the top on commercial or corner spaces. Not turning a back to Oscar Avenue will be important, there will be development in this area, having a positive relationship with the street and possible walk-up units is needed.

The Commission commented that as this gets developed with the rest of this landlocked area, there's a sense of history to this site and hope that as it gets developed, that there's a lot of dialogue about tying it altogether. Some of those Oscar Mayer buildings might be renovated and reused, design and scale wise that would affect this conversation. I hope this is not approached as a single property when it could be a rich part of a larger property within the history of Oscar Mayer.

The Commission recommended the development team look at the Oscar Mayer Special Area Plan and those key principles contained within. There is opportunity to promote pedestrian and community uses, which the current design doesn't do very well. Especially the corner plaza area, it sits at a really important spot in terms of transit, with a lot of action there, wish it could be some sort of privately owned public space that is given back to the community. Turning Commercial Avenue into a walkable district, more could be done to make it more hospitable, and encourage the connection to Eken Park and Sherman. It's basically a gateway to the rest of the Oscar Mayer site, there should be a lot more done to evaluate that relationship.

Action

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Commission.