



Agenda Item #:	9
Project Title:	2007 Roth Street (Lot A) - Residential Building Complex, Multi-Family Residential Building. 12th Ald. Dist.
Legistar File ID #:	73564
Members Present:	Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Rafeeq Asad*, Russell Knudson, Jessica Klehr, Ald. Juliana Bennett and Christian Harper
Prepared By:	Jessica Vaughn, AICP, UDC Secretary

Asad recused himself on this item

Items #9 and #10 were presented as one project

Summary

At its meeting of September 21, 2022, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a multi-family residential building located at 2007 Roth Street. This proposal is the first under the newly adopted Oscar Mayer Special Area Plan and as such, will set the bar for the future development of what will be a new urban neighborhood for the north side. The area includes a vastly improved street network, conservation area and three development sites that will include 550 units of affordable housing from a nationwide affordable housing developer with a particular focus on sustainability and a commitment to being a Wisconsin green-built home, certified development incorporating renewable energy where possible. The family housing portion on the larger lot includes 300 affordable units with 500 parking spaces. The building has 20-foot setbacks on three sides, with the larger setback on the east railroad corridor, and open as much as possible to the conservation area to the west. The bigger building maximizes the amount of at-grade courtyard amenity spaces rather than a solid wall along Huxley Avenue, with a family outdoor recreation area including a water feature, a dedicated children's play area and passive seating with outdoor grilling. The family building wraps around the smaller footprint parking structure, with the entrance to building on the west side, community and resident amenity spaces on the first floor, with no occupied deck.

The senior housing development includes a porte cochere element, a fourth floor occupied deck with some green roof capabilities for stormwater management as well as other building amenities off the two courtyards. They took a similar but not exact approach to these buildings, adjusting how the façade elements are treated. Recessed balconies help break up the building, along with some protruding elements and staggered heights vertically, projecting eaves and overhangs. Building materials include a consistent brick color for both buildings, and masonry, fiber cement and wood accent in lighter tones on the family building.

The Commission discussed the following:

- This is an exciting project, reminds me of the rhythm of the Sherman Terrace condos. I would encourage you to put in a lot of canopy trees, this could use a lot more of that. To the architecture, I like your palette, your articulation and how it's facing the green area. There could be more deliberateness with the change of materials, right now it looks very random. A change of planes or having a datum in your change of materials.
- I like how you've massed them in this direction to have as your highlight.
- I'm thrilled to see this project come forward, not only the location but the type of project it is. Your massings are working well, I appreciate giving balconies to units that have families. The devil will be in the details, particularly where you transition color and materials. Make the changes in depth noticeable to help this look like a quality building. I appreciate the varied outdoor spaces you have. What sustainable features are you incorporating?

- We have an energy innovation grant from the State and are going through a study to figure out which renewable energy resources we can incorporate (solar, HVAC systems, green roofs).
- I am very supportive of the project and what you're doing here. The building orientation, street activation, pedestrian connectivity, on-site open spaces. Comparing that to your site plan and the arrangement of the buildings, it seems like a lot of the buildings are really intentionally designed to front to the courtyards more so than the street. I'm questioning whether that's the right move or if there should be more street frontage, especially facing to the west. Likewise with the open spaces then left as the voids. All these different uses are very separate, each courtyard has its own identity. In a different arrangement you would have the opportunity to create a continuous park space within your developable area with pedestrian links to the conservation and other off-site areas. I'm struggling to see whether that's the right building massing for the project, maybe with more detail I'll see it more.
- This is quite an institutional look.
- I'm loving what you're doing here as a project plan and glad we're finally getting to the point of housing. How you are categorizing the affordability piece?
 - This one is 100% of units at 60% of the county median, so it's a Federal 4% tax credit and not a competitive process focused on the workforce.
- I was a bit concerned with how the design looks in terms of shading, have you considered a C-shape design instead? And have you studied putting those outdoor spaces together? I like the building materials, but also think it's a cool opportunity to use something more playful, especially as a multi-family development. Other colors outside of neutral tones.
- Big changes like grouping the courtyards together, also thinking about a really nice solar experience of the sun, allowing it in the courtyard spaces, reorienting for a more southern exposure so there is a protected space in the cooler seasons that will still get sunlight. I'm encouraged by the plans related to sustainability, and point out we like to know if there are going to be any other penetrations in the exterior of the building for louvers and mechanical equipment.
- Its appropriate architecture from a window to wall ratio, you also have a simple architecture in terms of form with not a lot of big angles or modulations. The building envelope being a critical component to sustainability, the design supports those kinds of additional performance-based efforts that the project might consider.
- The height is somewhat limited, is there any potential for changes to the height of the building?
 - No, unfortunately with how the construction works and when you need to change over, to add one more story changes the overall construction method, which blows the budget out of the water.
- One sustainability idea is to have a thoughtful place to dry clothing. If you can create an environment where people can naturally dry their laundry that is protected and out of sight, it's something we don't see often that could be thoughtfully done in these early stages of design. WHEDA has considered that in the past as a sustainability metric, they've credited that design element on a site.
- Yes, you could have one larger green area but I like the rhythm this creates on the street, I don't know if that institutional rhythm will be perceived as a pedestrian as it is from the sky. Consider potentially offering some areas for gardening for the tenants.
 - Some of those areas are still being programmed but there are garden beds in those areas.
- For people walking by this site, I don't see any porches or at grade entrances, I see irregular spacing as I'm walking by these six-story buildings with a side setback the same width as the building itself, then a suburban building with a porte cochere. I see windows along the front yard, but this is anything but urban. This is a brand new site, a brand new neighborhood, but this is anything but urban and a huge missed opportunity.

Action

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