



Mifflin Chapter

Urban Design Commission - Initial/Final
11/6/24

The project consists of the development of a 1.5-acre site in the Mifflin District of Madison, Wisconsin, comprising lots 418-446 W Washington, and 413-417 W Mifflin; between N. Broom St. and N. Bassett St. The scope of work will include a six-story building containing approximately 163 residential units (511 beds) along with amenity spaces and outdoor terraces.

- **Timeline**
- **Site**
- **Massing Updates**
- **Driveway**
- **Plans**
- **Updated Views**



**Lamar Johnson
Collaborative** ↗

Site
Madison

North ↑

UW Campus

Capitol

Mifflin
Chapter

Broom St

Washington Ave

Chapter
Madison

Central Area Boundary



Meeting Timeline

Planning & Zoning
1/17/24

Planning & Zoning
9/4/24

Alder Meeting
2/14/24

CNI Miffland
3/6/24

CNI Miffland
8/7/24

Bassett District
3/11/24

Bassett District
8/12/24

DAT Meeting
3/21/24

DAT Meeting
9/19/24

UDC Informational
8/14/24

UDC Initial/Final
11/6/24

UDC Followup
9/4/24

Plan Commission
11/18/24

Postcard Meeting
9/12/24



Mifflandia

Neighborhood Plan

“Enhance the distinctive physical character of W Washington Ave as a gateway to Downtown, while providing opportunities for redevelopment of **additional high-quality housing**”

“Thresholds of porches and **semi-public spaces** could provide an important opportunity to make spaces welcoming

“**Inter-block lane** could create a unique opportunity in the district that would facilitate redevelopment in the rear yards of existing uses, and provide a unique pedestrian experience with opportunities for lane-facing residential entrances.”

“Strategy 1: Create **vibrant and inviting places** through creative architecture and urban design.

“Strategy 6: **Integrate public art** throughout the city”

“Emphasize the importance of the public realm, including the **design and character of the public-to-private transition** from the street to the building face”

“Development should enhance the pedestrian experience of this vibrant downtown neighborhood”

“Building entrances should be designed as the focal points of the front façade, and should utilize overhangs, porches, stoops or other elements to add a pedestrian rhythm to the street façade”

“Buildings wider than 33’ shall be **divided into vertical intervals and incorporate articulation, design and massing** to respond to the historic 33 feet wide lot rhythm through the utilization of program elements.”

“(Semi-public) zone should be **activated through the use of patios, plazas, cafes, stairs, ramps, railings, art & landscape**”

Neighborhood Plan



Site

North ↑

W. Mifflin St.

N Broom St.

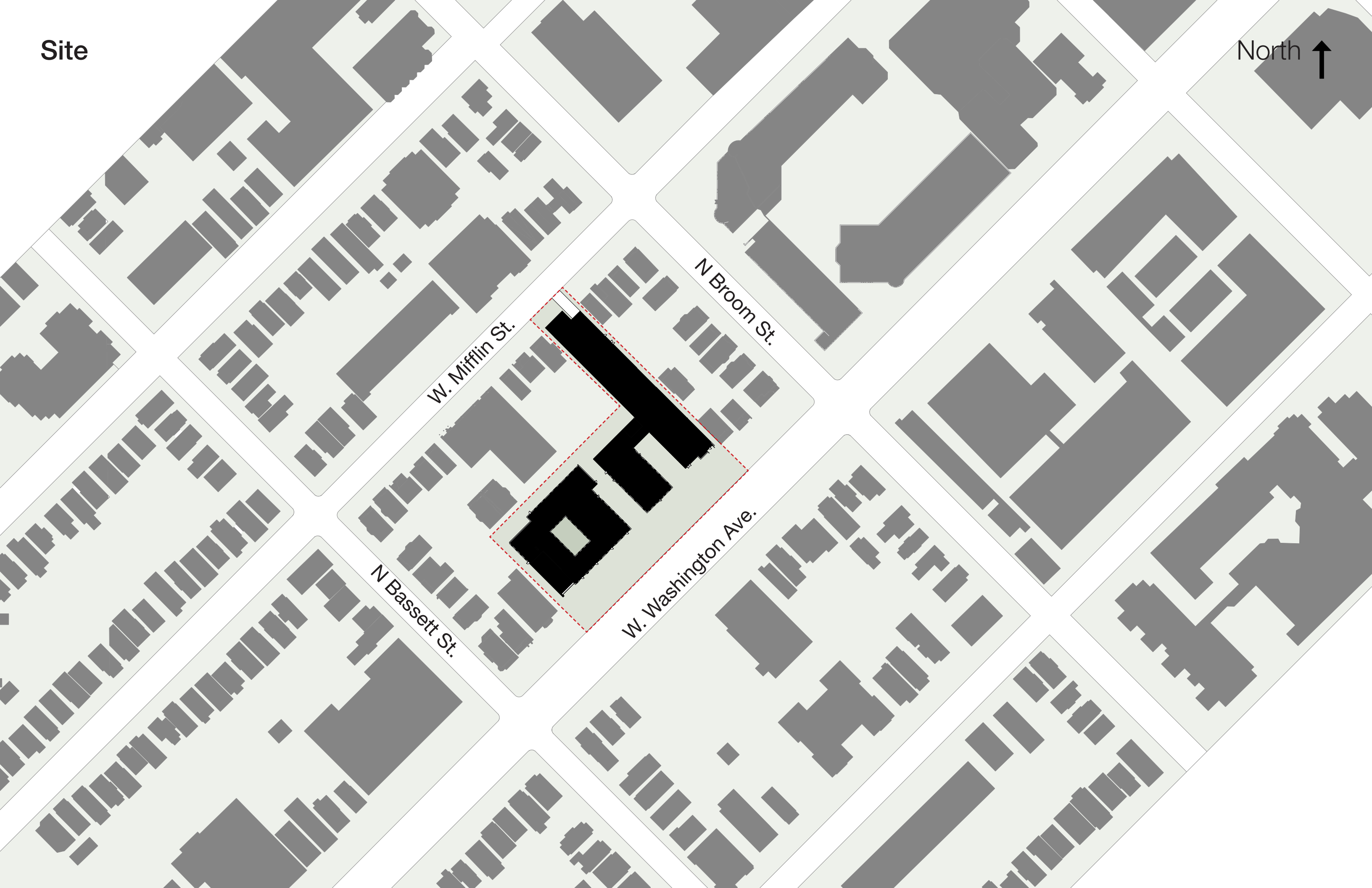
N Bassett St.

W. Washington Ave.



Site

North ↑



W. Mifflin St.

N Broom St.

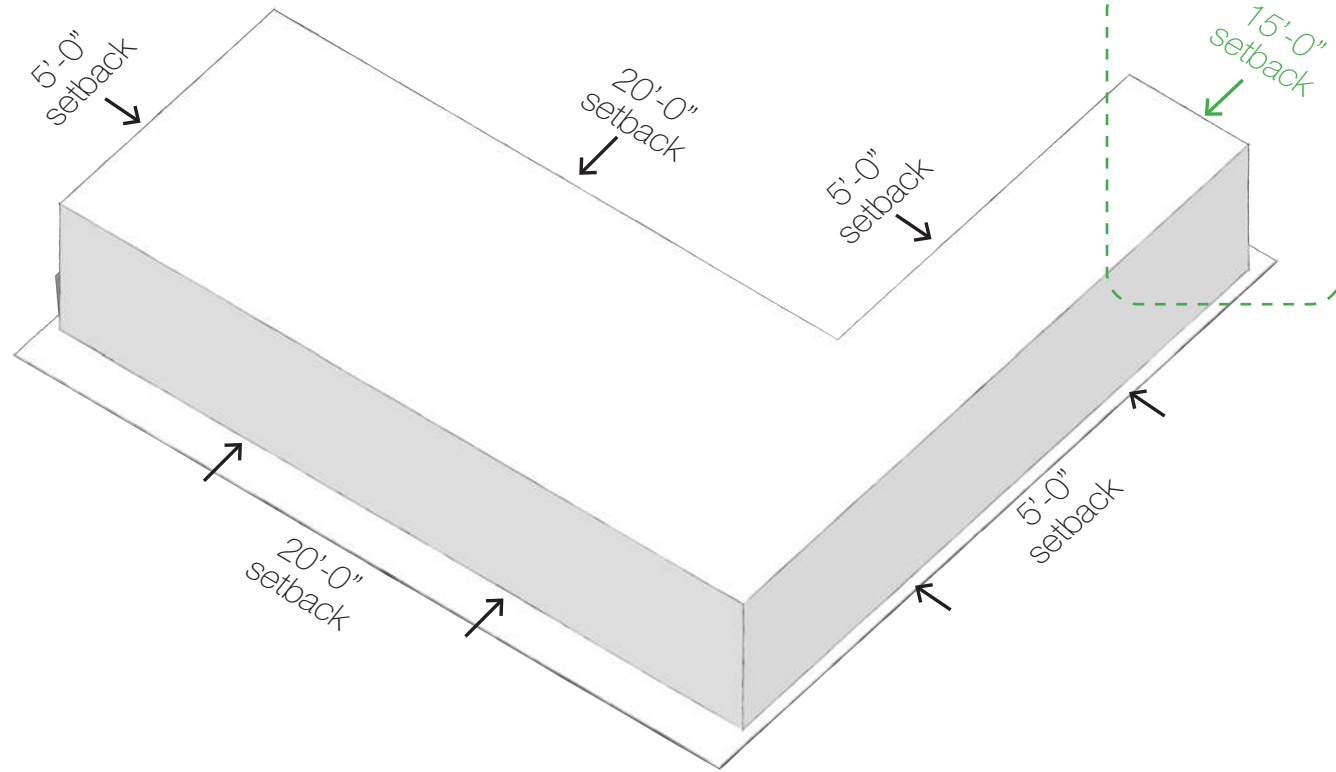
N Bassett St.

W. Washington Ave.

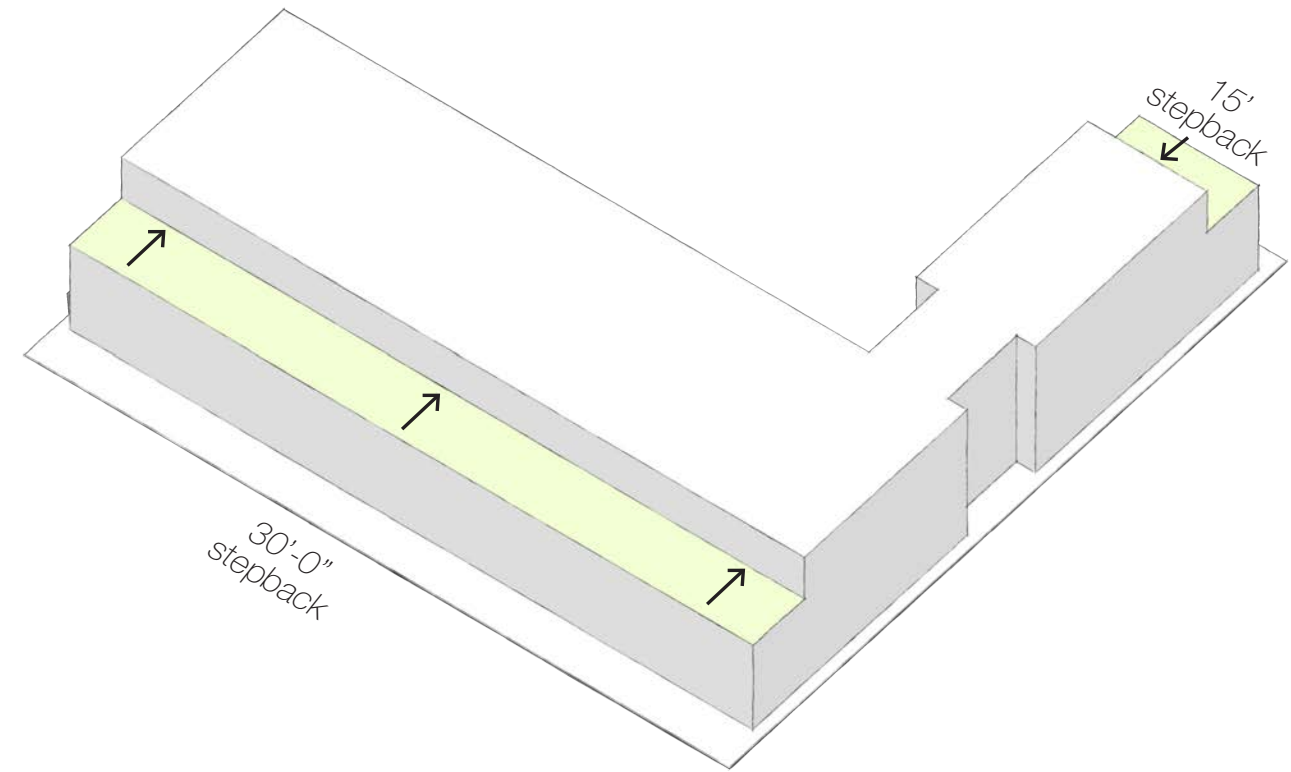
Building Massing



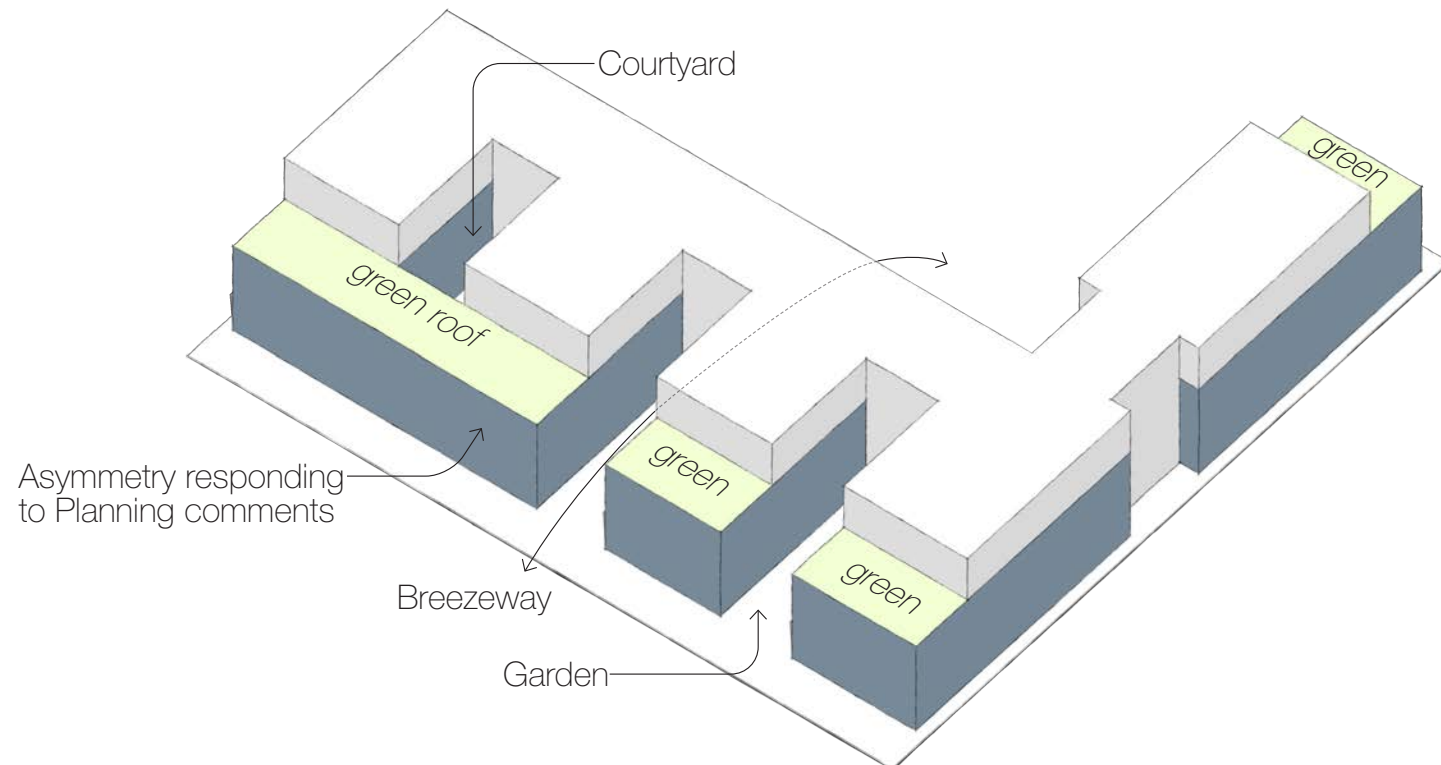
1 Setbacks



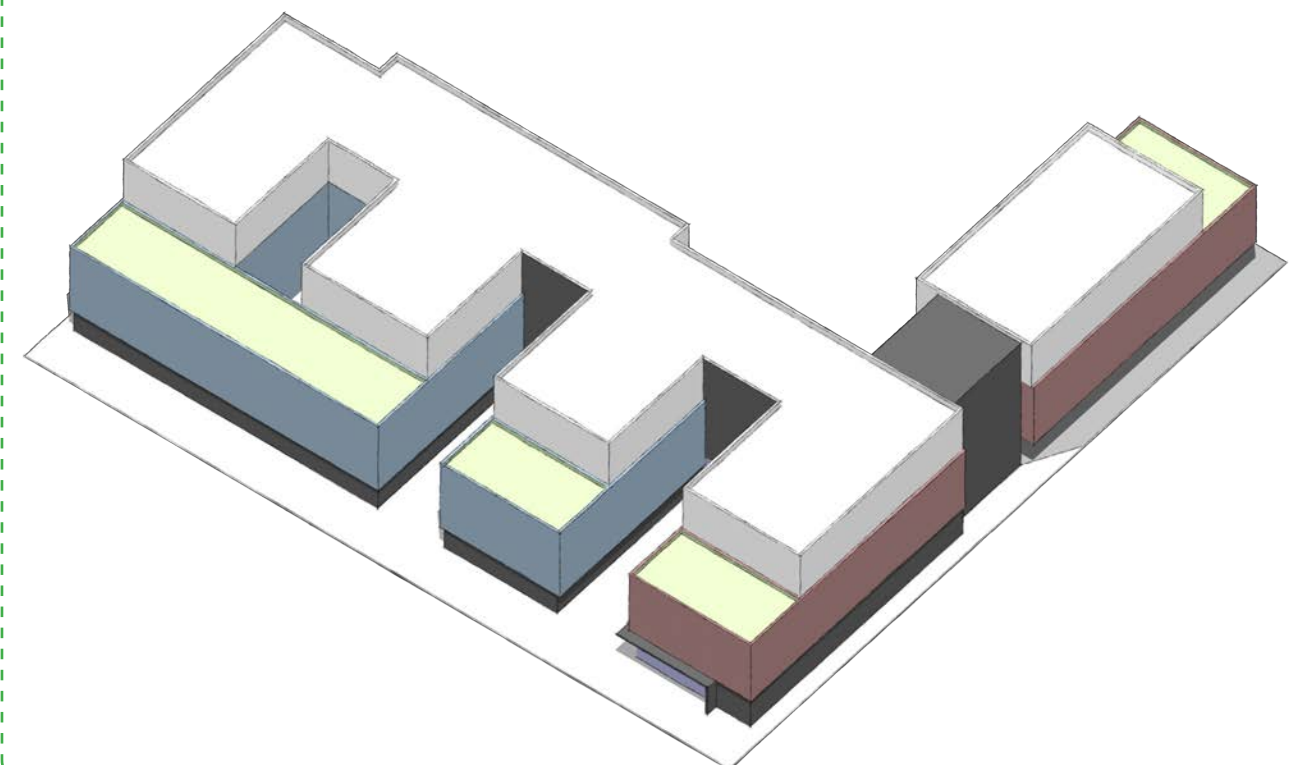
2 Stepbacks



3 Courtyards & Gardens

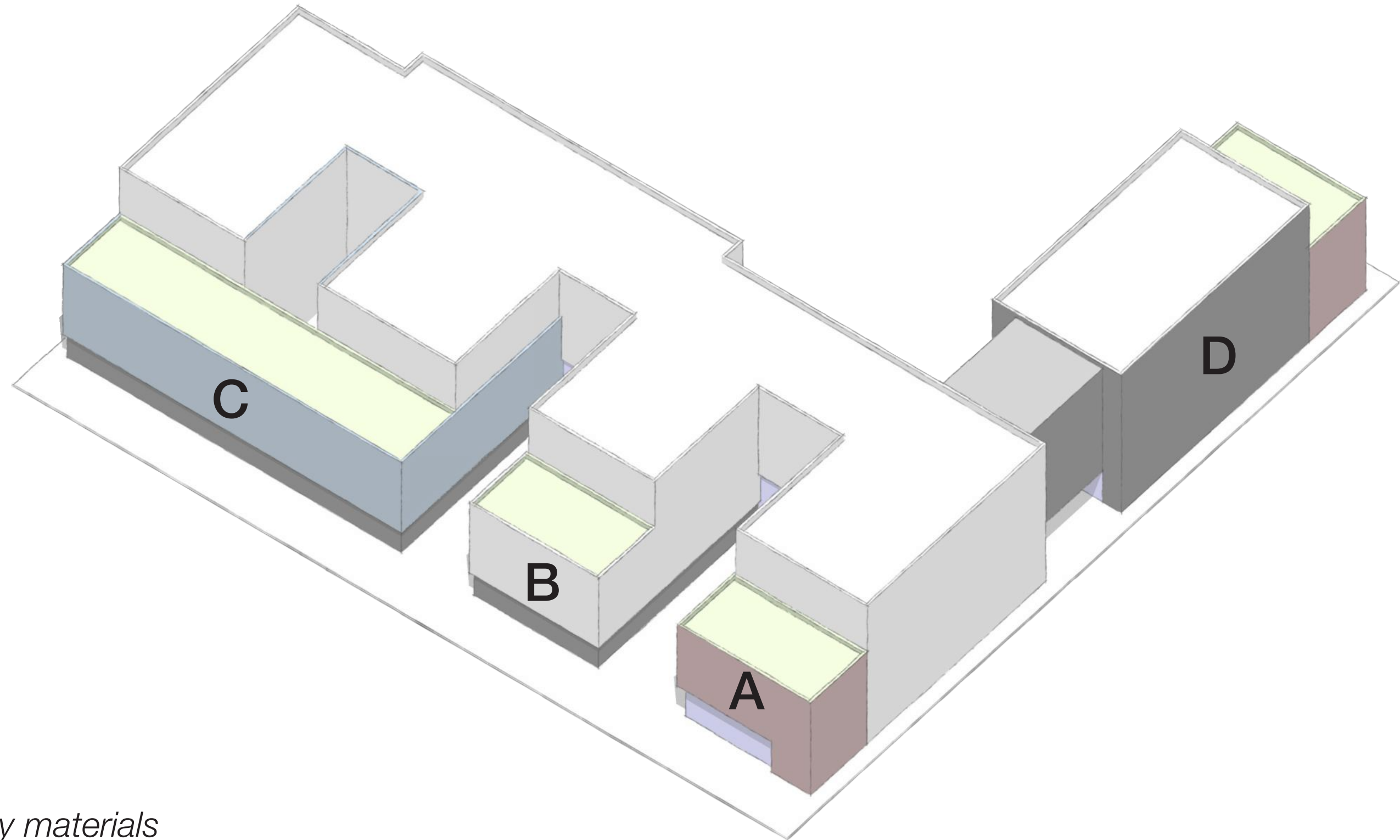


4 Revised Cladding



Material Palette

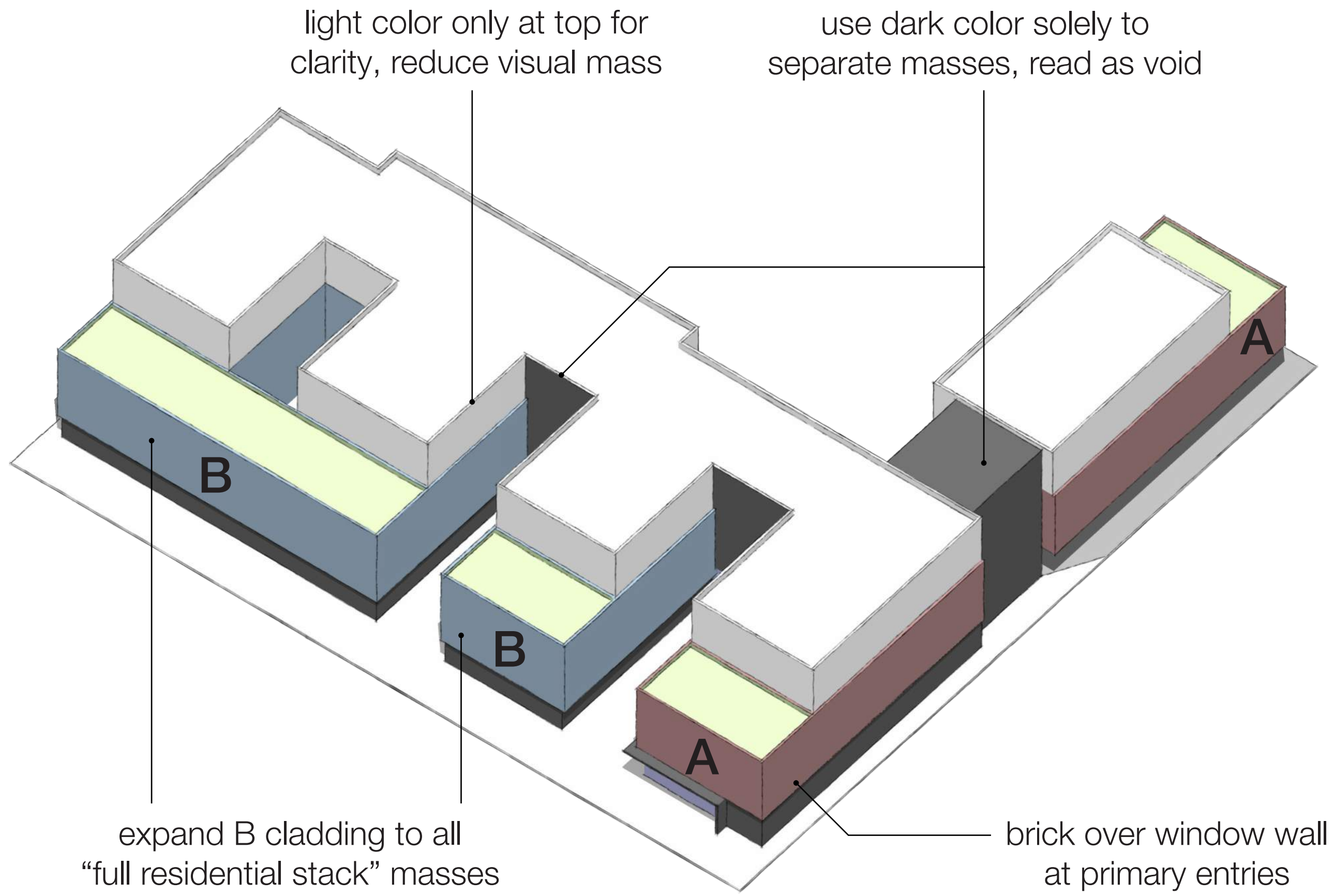
UDC Informational Scheme (previous)



*Too many materials
Lacking clarity of organization*

Material Palette

Revised Scheme



light color only at top for clarity, reduce visual mass

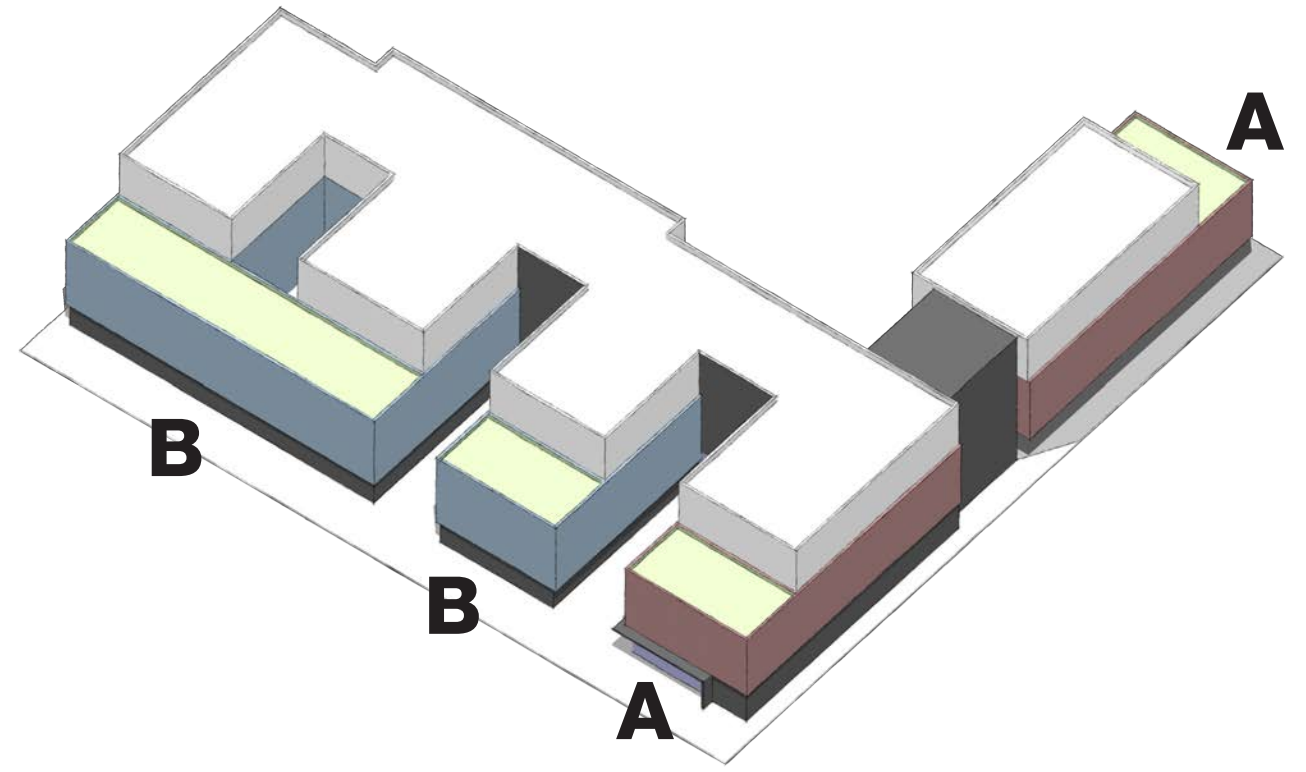
use dark color solely to separate masses, read as void

expand B cladding to all "full residential stack" masses

brick over window wall at primary entries

Palette & Precedent

North/South

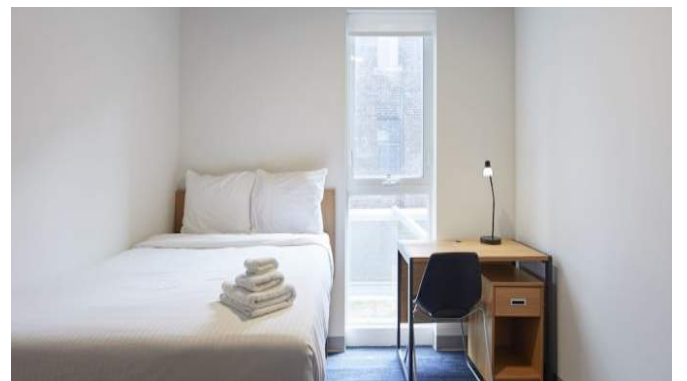
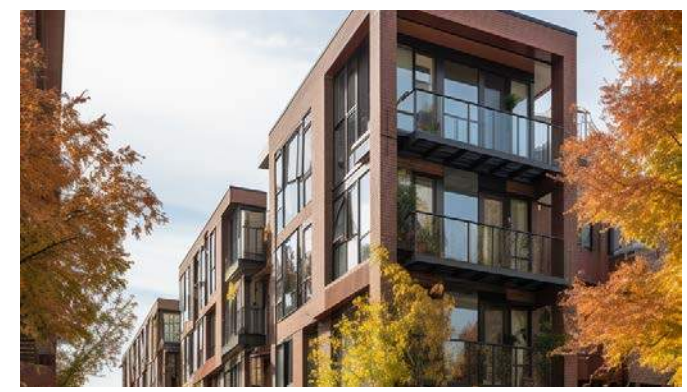


Fiber Cement
Ceraclad 8-Rib, Medium Gray

Red Brick
color matched mortar

Black Metal
accents, window frames

Fiber Cement Panel
flat, horizontal plank, tounge & groove
light gray, red



W. Mifflin St.

Garage Entry

Mifflin Side

Revised Curb Cut
and Garage Entry



Removed Curb Cut
Added Patio

W. Washington Ave.

Level 1 Plan

Lobby, Amenity, & Residential

W. Mifflin St.

Main Entry

Parking & Service

North



Through Block Connection

Dog Run

Walk Up Units

Secondary Entry

Main Entry

Bikes

W. Washington Ave.

N Bassett St.

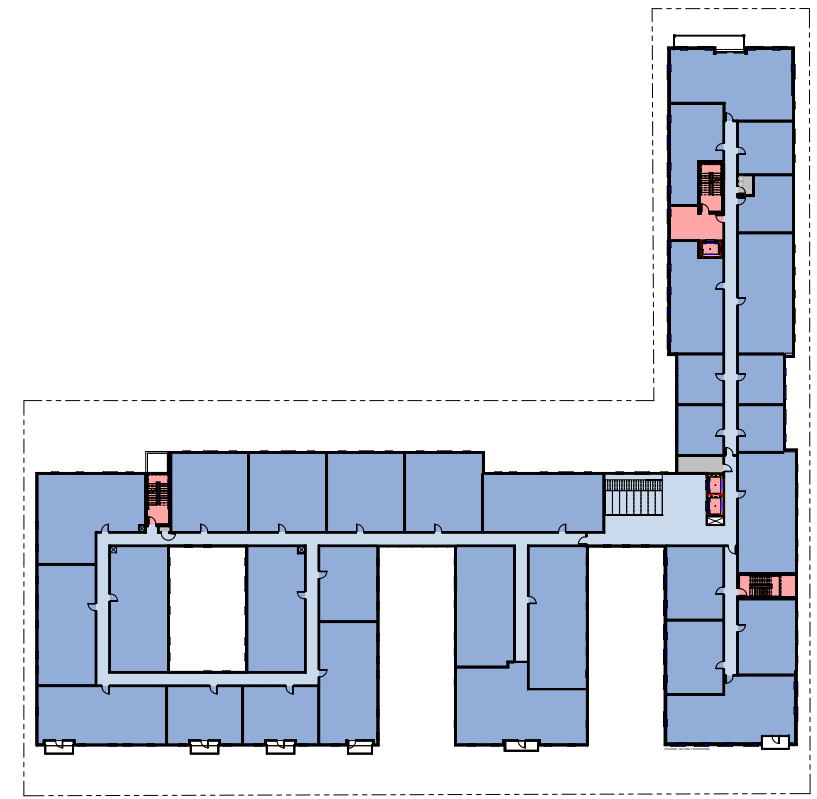
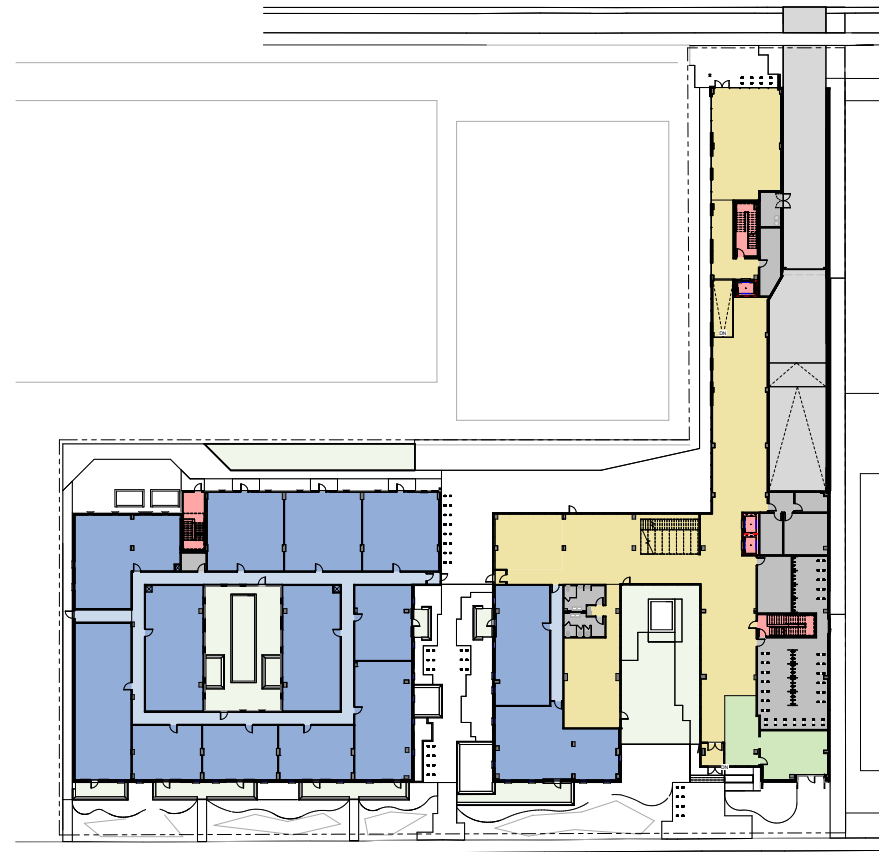
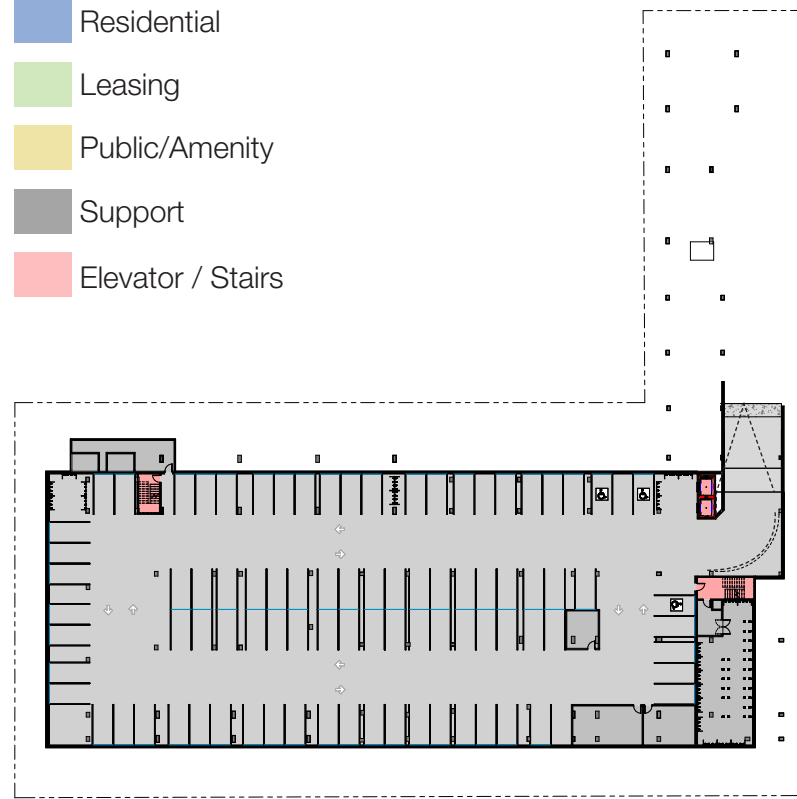
N Broom St.

- Residential
- Leasing
- Public/Amenity
- Support
- Elevator / Stairs



Plans

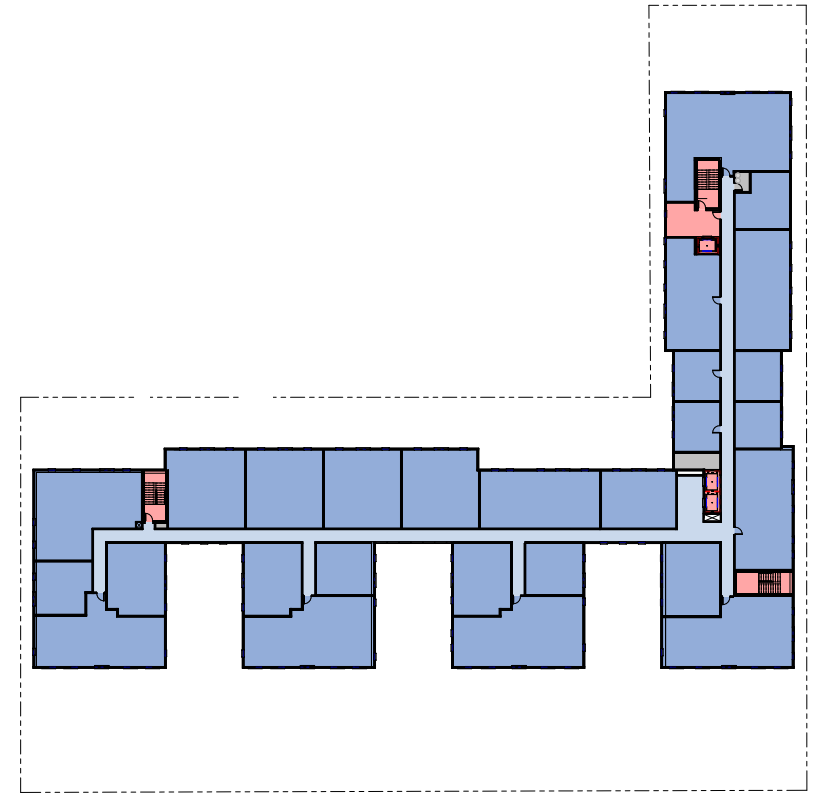
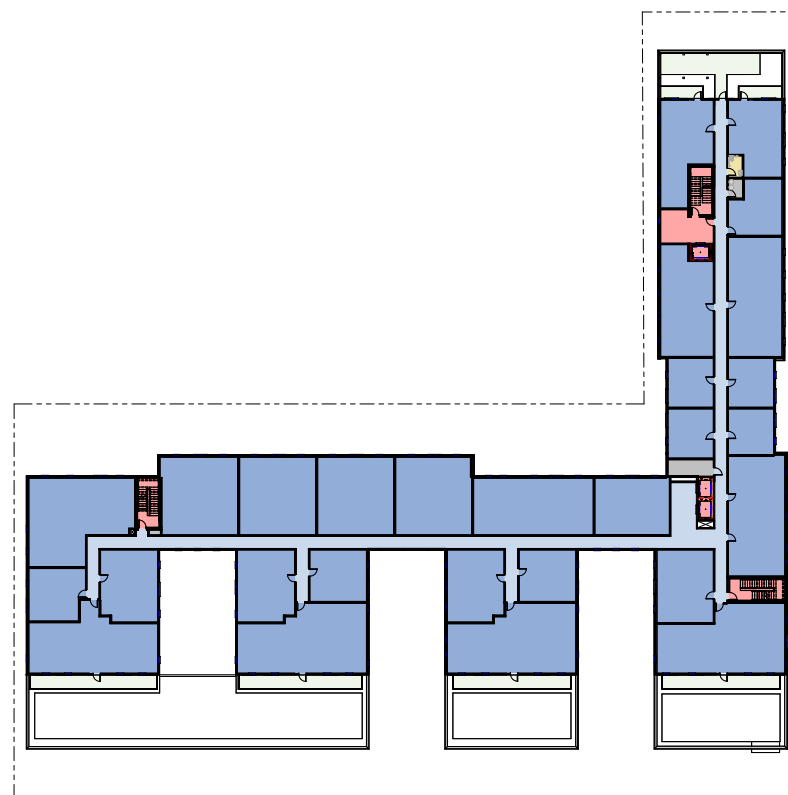
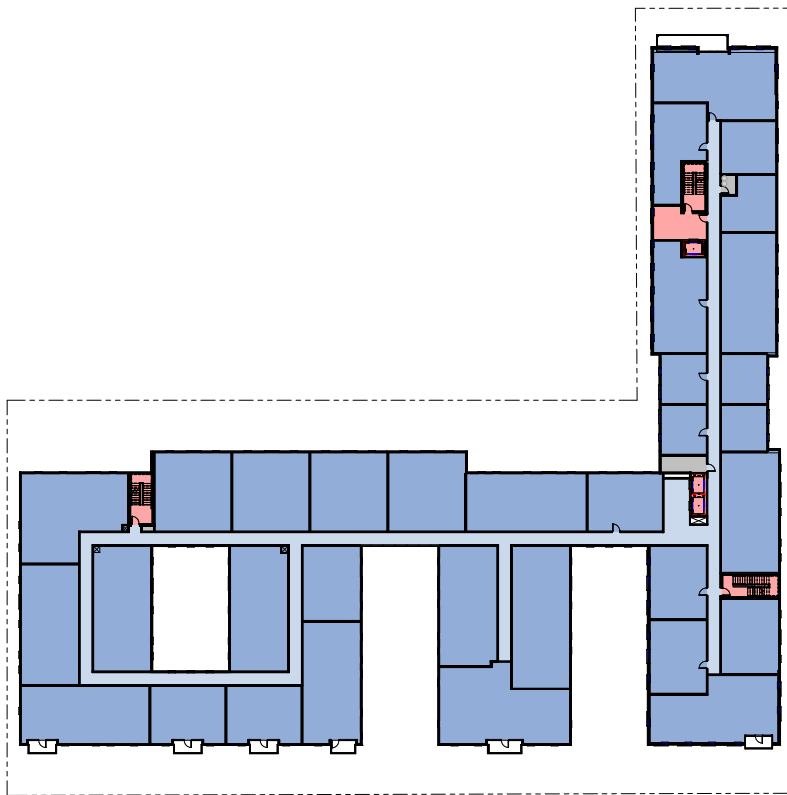
- Residential
- Leasing
- Public/Amenity
- Support
- Elevator / Stairs



Level 0

Level 1

Level 2



Level 3&4

Level 5

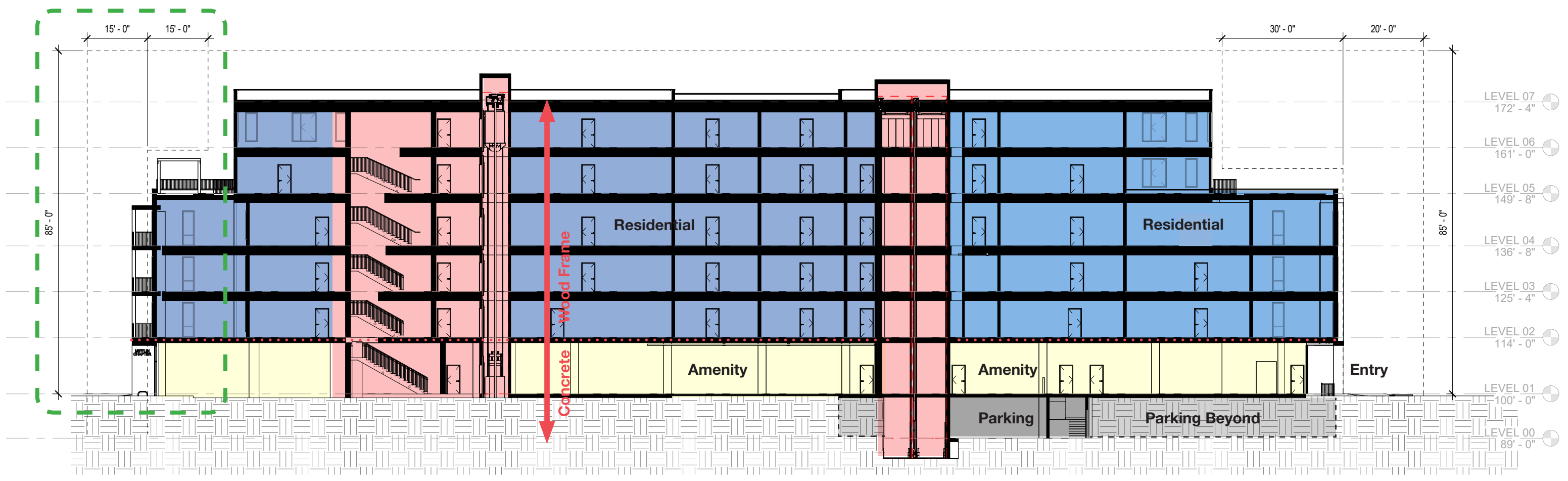
Level 6

Building Section

North/South



Setback/Stepback
Adjusted



W. Mifflin St.

W. Washington Ave.

- Residential
- Leasing
- Public/Amenity
- Support
- Elevator / Stairs

Elevations

Color



South (Washington)



West



North (Mifflin)



East

UDC Informational (previous)

Washington Ave

*too many materials
lack of attention to terrace*



Washington Ave
Elevation



MIFELIN CHAPTER

UDC Informational (previous)
Washington Ave



*Individual entries feel commercial
Lack of attention to terrace design*

Washington Ave
Terrace



fenestration pattern
aligned between legs

window wall into hallway
with back wall art

offset patio entries

dark siding over dark brick at
full residential stack

Washington Ave
Terrace



MIFFLIN CHAPTER

UDC Informational (previous)
Patio

*Individual entries feel commercial
Lack of attention to terrace design*



Washington Ave. Patio



brick detail

reduced glazing

offset patio entry

fenestration pattern aligned between legs

UDC Informational (previous)
Terrace



*Individual entries feel commercial
Lack of attention to terrace design*

Washington Ave.
Terrace



property line

- fenestration pattern aligned between legs
- expanded public entry
- minimized patio entry
- terrace planting

Washington Ave.
Keller Building

75' tall
50' from sidewalk

52' tall
20' from sidewalk

~43' tall
~15' from sidewalk

existing trees to remain

compatible and complementary landscape



UDC Informational (previous)

Mifflin



*Inconsistent with pattern of development on mifflin
Significant balcony mass in setback*

Mifflin Entry

approx. proposed
MDC building

reduced mass of hung
balconies in setback (10')

simplified materials on facade
at 15' per mifflandia

garage entry & service
under building off mifflin
prominent resident entry

pedestrian through block connection



UDC Informational (previous)

Mifflin Looking North



*Inconsistent with pattern of development on mifflin
Significant balcony mass in setback*

Mifflin Looking North

Revised Scheme



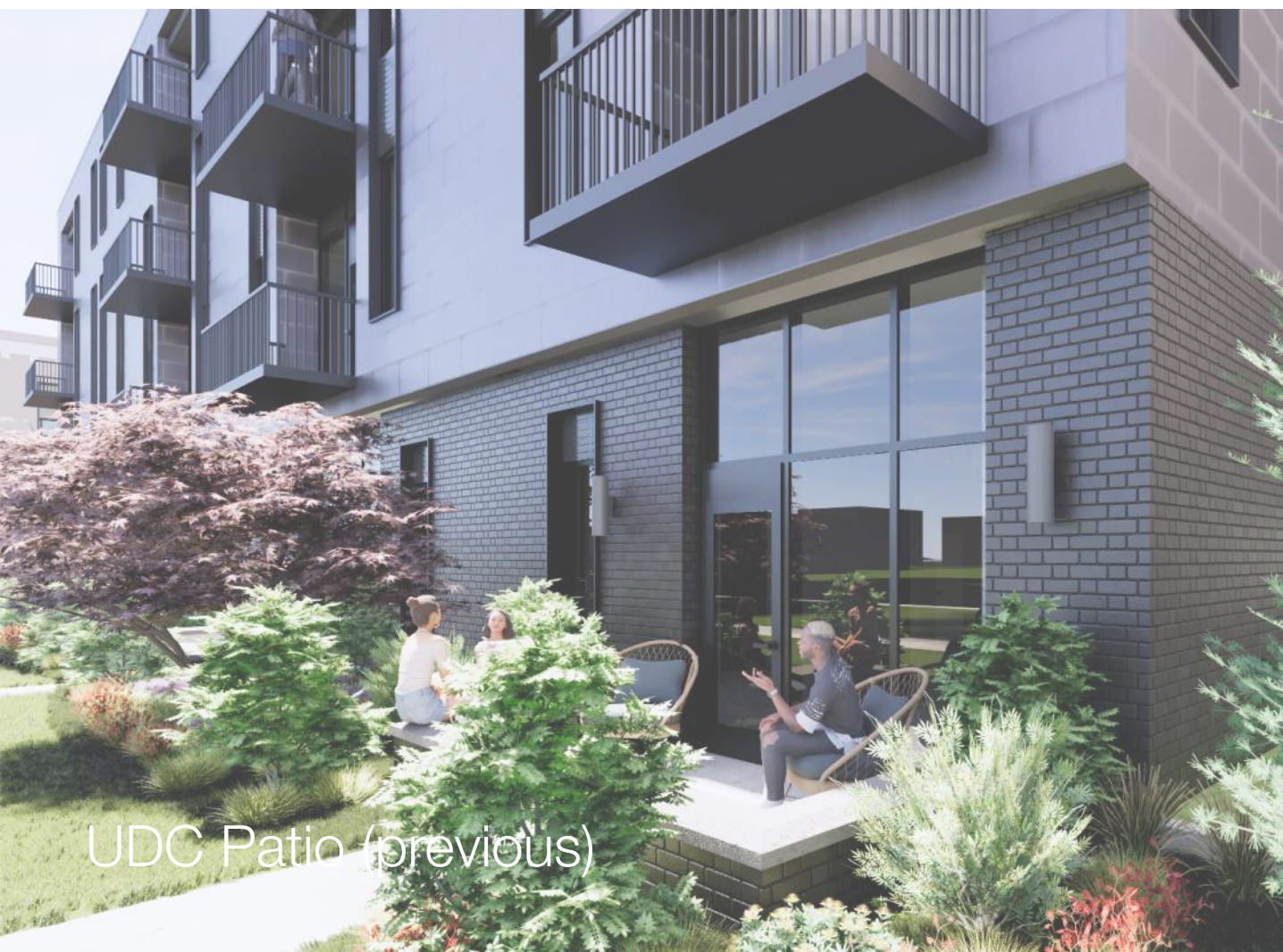
UDC Washington Entry (previous)



UDC Mifflin Entry (previous)



UDC Patio (previous)



UDC Pass Through (previous)



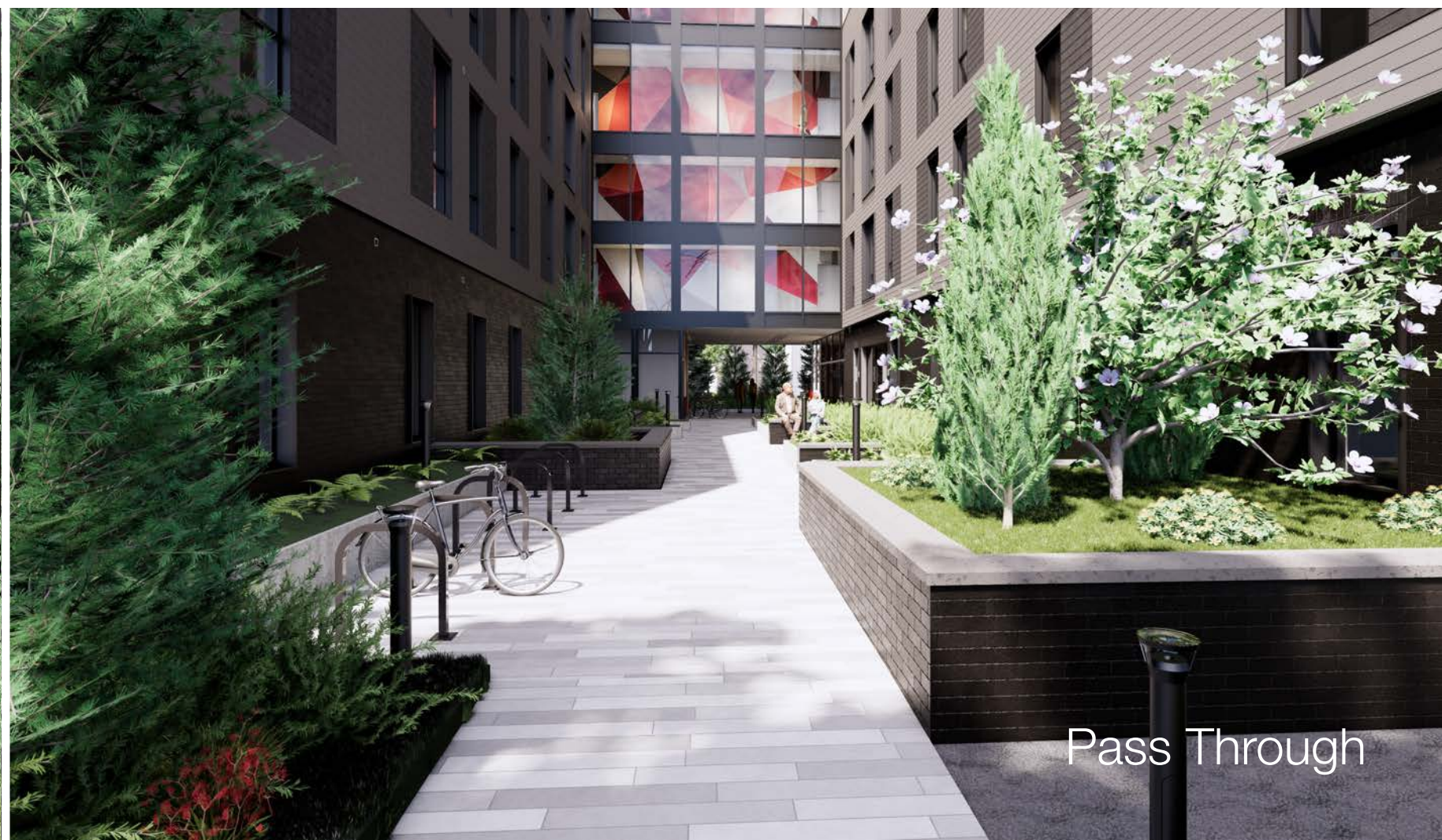
Washington Entry



Mifflin Entry



Patio



Pass Through

Thank you.

