



Agenda Item #: 7

Project Title: 15-27 N Butler Street/302-308 E Washington Avenue - Major Amendment to an Existing Planned Development (PD) for a New Mixed-Use Building in Urban Design District (UDD) 4. (District 2)

Legistar File ID #: 87895

Members Present: Shane Bernau, Chair; Jessica Klehr, Harry Graham, David McLean, Rafeeq Asad, and Davy Mayer

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of April 30, 2025, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a major amendment to a Planned Development (PD) located at 15-17 N Butler Street/302-308 E Washington Avenue. Registered and speaking in support were Duane Johnson, and Joseph Rice.

Summary of Commission Discussion and Questions:

The Commission commented that for a contemporary building something more needs to happen with the design, especially on the Butler/E Washington corner. Maybe it is something different on either side of the red element; a change of plane. There also needs to be a base element, that reads differently, because right now it is coplaner and reads the same all the way up. Integrating a setback at the third floor to create a base.

The Commission commented that all four sides of the building need to be designed equally and that the building corner needs more refinement; the context warrants something more.

The building top gets confusing between the white panel and the eyebrow, refinements should be considered the building top.

The Commission inquired about the mechanical systems. The applicant noted magic packs will be used for every unit and will be located inside the balcony returns.

The Commission noted that this building is unique and while the pop of color is appreciated, maybe a different color other than red would be more unique, differentiating this building from the new building being constructed at the corner of S Blair Street and E Washington Avenue.

The Commission appreciated the connection to the existing underground parking. Consideration should be given to delivery vehicles.

Consideration should be given to the use of landscape and color to activate the streetscape, and how this contributes to the quality of life in the neighborhood. The Commission noted that while they are limited in our influence of street trees and placement they would advocate for as many street trees as possible with coordination with Forestry.

The Commission noted that in this case, the street activation is really based on interior design of the building. Recognizing that whatever happens inside impacts and activates outside. Looking back down E Washington the use of landscape and color and other tools that have been used to activate the streetscape, the Commission encouraged the

applicant team to think about how this development is contributing to the streetscape and neighborhood. The applicant noted that they will be looking at that as part of their next phase of the project.

The Commission inquired about their role in the building height, the addition of bonus stories, and the possibilities of affordable housing. The Secretary responded that as a Planned Development (PD), the Plan Commission and Common Council will be the final approving bodies, but that the UDC would be making an advisory recommendation based on the building design related to the PD standards.

Action

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