



Agenda Item #:	12
Project Title:	702 & 734 E Washington Avenue - New 14-Story Mixed-Use Building in Urban Design District (UDD) 8. 6th Alder Dist.
Legistar File ID #:	79239
Members Present:	Cliff Goodhart, Chair; Wendy Von Below, Rafeeq Asad*, Christian Harper, Jessica Klehr, Russell Knudson, and Marsha Rummel
Prepared By:	Jessica Vaughn, AICP, UDC Secretary

*Asad recused himself.

Summary

At its meeting of August 16, 2023, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new 14-story mixed-use building located at 702 and 734 E Washington Avenue. Registered and speaking in support were Joseph Lee, Chris Houden, Troy Jacoby, and Matt Long. Registered in support and available to answer questions was Vince Rigg. Registered and speaking in opposition was Robert Klebba. Registered neither in support nor opposition and wishing to speak were Mary Lang Sollinger, and Will Ochowicz. Registered neither in support nor opposition and not wishing to speak was Carole Schaeffer.

The proposed U-shaped building would be fourteen stories (158-feet) of new housing in downtown Madison, committed to sustainable design and operation, exceeding the criteria for bonus stories. They have met with the neighborhood and City officials, gathering tremendous support while continuing to seek input. They are seeking an amendment to UDD 8 to allow for additional building height. The site, scale and density of the building fits well with the surrounding context. The lobby space would activate E Washington Avenue, with parking, an amenity plaza and residential towers above. The building is underneath the Capitol Height Preservation Limit and the FAA height limit. Floor plans were reviewed. A mix of planters, trees and social nodes will create activity along the corridor. A rooftop plaza deck is proposed, a swimming pool and family-friendly activity spaces; some three-bedroom units are proposed. A 'sky lounge' will offer views up and down E Washington Avenue. There is a strong, activated podium with retail and lobby space, enhanced landscaping, and amenities. The corners are accentuated with glass creating view corridors. Every side of the building addresses the street. The middle of the building has a viewing platform and amenity deck looking out to the neighborhood and Lake Mendota. The alley side of the building shows a nice landscape buffer, a granite base and lighting elements, with the articulation carrying over to E Washington Avenue to pedestrian scale elements.

The Commission had the following questions for staff and the development team:

- Anytime staff wants to jump in with regard to the bonus stories, a little more explanation would be nice.
- (Secretary) Right now it's 8 plus 2 in UDD 8. To go up to 14 we would need to amend the code. We have been working with the application team, the Alder and City Attorney's Office to work on that language. Knowing we are talking about bonus stories, the framework is the existing language there outlined in the code, which provides a nice checklist as a jumping off point for those discussions. I don't know we have seen a complete formal list on the applicant's plan for meeting bonus story requirements.

(Audio recording issues)

- Can you talk about the elements for the bonus stories?

- There are two sets of guidelines, a one and done, and a combination of, we are going above and beyond. With that we are committing to LEED silver equivalent, structured parking that includes public usage during the day, the 10% of three-bedrooms or more, and the biggest one is a commitment in perpetuity to a public community room. We're looking for a collaboration with the neighborhood and City officials, a working space for residents of the district to use by reservation.
- Before we go any further we need to invite the other registered speakers. Next up is Robert Klebba, wishing to speak in opposition. He's not here? Okay.
- Nice renderings at the informational stage, gives us a lot to react to, thank you for that. I'll start by asking about materials and what you're thinking. I'm curious about the tower and what some of the opaque material elements are.
 - It used to be Kayser Ford in the late 50s, we tried to tie in that masonry look and I'm proud of it.
 - The plinth is more traditional materials, a granite base, a brownish brick that played off the limestone color, above the storefront are horizontal lines corrugated metal, then masonry picks up, and a cornice in a contemporary way to pay homage to the past use. The tower has glass corners, inset balconies as part of the architecture, and silvery metallic metal. We're accentuating the top by recessing the balconies, you can see a lid an overhang at the very top of the building, in a composite metal panel. Very simple material palette and simple hues.
- The base is so nice with the brick, I think the public experience has a warmth to it. The tower strikes me as odd for a residential building in terms of how much glazing you are proposing. It seems very cold to me. We saw a very similar building with a lot of glass but that was right next to Lake Monona and the views probably drove that design. This building is looking at the Blount Street plant. I don't see the reason for that much glass and strikes me as quite odd, more of a reaction than a question.
- Do the people in you market studies want floor to ceiling glass in their bedrooms?
 - Yes, it is dynamic marketability. The point is that we want to do something that is the best building in the City. The elements that I believe have been incorporated are marketable and timeless. I want my kids to look at it and be really proud of it. In multiple decades it's still going to look nice.
- I just wonder when it's 20 below with nothing but glass there, and you need a place to put your dresser.
 - Most of that floor to ceiling space would be living space. Natural light is very marketable.
- Could you elaborate on strategies you're thinking of for LEED silver? And could you speak to the affordability factor, the time frame, where are those units, etc.
 - LEED silver would include EV charging stations, low flow fixtures, LED lighting, that all falls into that point system. As we move forward and implement that we'll show how that meets certification.
 - As far as affordability, we're in the conceptual design stage now. As we move forward into design, considerable resources will be spent and we will understand where we are on that. While we can't commit to affordable housing right now, we do believe that the public space we're offering in perpetuity is a dramatic element to this property. With that said, we still have a goal right now of getting five units in there. I can't commit to anything at this moment.
- Are you actually applying for LEED silver or just using a checklist?
 - It's an equivalency. Under the UDD guidelines there's a point system. While we might not maintain LEED certification, it will be the equivalency.
- I just wanted to know if you're going to be accredited but you're saying no, equivalency. We'll need more details on that glass and where that will be located. The inside corners of the courtyard, how are those being designed so there is still privacy in those units? And window coverings, will they all be uniform? I'm shocked you'd get LEED silver with all that glass.
 - We're still in the design phase, but we're looking at a green barrier, the same sense as a unit entry door.
- I'm talking more about the inside 90 degree in the courtyard. I would want to understand more about how you're planning for that. And also window coverings, they play a huge factor in the appearance of buildings and how a façade can look. I'm shocked you're going to get LEED silver with all that glass, that's a huge lift for your mechanical system.

- The strategy on these inside units is to wrap the unit around that inside corner so you don't have direct views from one until to the other.
- I would like to see that inside corner in renderings.
 - Is there a specific window covering you would like to see? In most bedrooms we like to use a fairly strong curtain. If there's any suggestions tonight, we fully anticipate implementing.
- One of the newer buildings has white roller shades that are in all manner of positioning. If you have a blackout shade you are not seeing anything. Curious what you are thinking.
 - In the bedrooms we look for a blackout option, but a perforated option in the living area.
- I've noticed with the other residential buildings along here, they typically have another row of trees along here. It would be nice to continue that pattern of development along E Washington Avenue.
 - In lieu of planters, add more trees?
- Yes, the same pattern as other blocks.
- I'm curious about what the Commission feels about the bonus stories, and the neighborhood contribution to this discussion about what they would like to see. I'm struggling because the ordinance allows 8 plus two bonus stories. What could you all imagine getting from the taller amount when the reason for the 8 plus two I would argue is adjacency to residential on Mifflin and Dayton? There's a lot of shadow at just 8 plus two. I've been asking the development team, affordable housing is on that list, I've been urging them to do affordable housing. What I am asking is what elements of the UDD 8 bonus stories should we urge them to consider, and looking at some of the other elements as being more flexible. What would that more look like to people? And maybe the applicant can speak to that as well, what they see as various trade-offs of where they're at. The chart is really clear that affordability is a really key thing, not only this neighborhood but the entire city.
 - The gray area is the by right shadow, the teal outline is what we're requesting. Obviously 9:00 a.m. is the most dramatic effect. You can see the change going north.
 - Secondly, the responses were indicative of a greater narrative. In lieu of the public community space, we absolutely would be able to commit to some form of affordable housing. There's a delta in being able to rent out that additional commercial space, with that we can integrate more declaration in the financial feasibility. It will take time to underwrite, but if that's something we want to explore and UDC would deem fit to achieve that criteria, that is something I can quantify.
- That would come back as a separate consideration to alter the height map on E Washington Avenue.
- (Secretary) We would be writing the double-double bonus, a different list of things you would need to meet for that double-double bonus. Marsha's question is valid, thinking about what is in that list, other things the Commission would prioritize and want to see, or not? It looks like the neighborhood has prioritized some things too.
- The entire City would applaud more affordable housing, not just this neighborhood. I applaud the inclusion of three-bedroom units for families, a lot of units have gone up with a maximum of two-bedrooms. I hope you can take it further with the affordability. It would probably make the conversation about higher floors easier. The building next door has more floors. The building next door is that the same height and the same number of stories.
- (Secretary) It has less stories, but it is at the same height as the proposed. It's just playing with your floor plates.
- The exterior elevations of the towers, the white horizontal lines along the corners, with floor to ceiling glazing is particularly handsome and eye catching. Then it turns the corner and goes a little flat, it seems like there's a lot going on in the courtyard, but there's something elegant about those white framed corners, maybe something to continue forward particularly where voids and solids come through in the balconies, but you still see the white band come through; that's very successful.
- How is a 12-story building the same height as a 14-story building? If the 8 plus two is in place, presumably the Constellation and Galaxie got bonus stories too?
- (Secretary) Yes, they all had different parameters added to their development proposals to get to the bonus stories.

- How do we jump from 12 to 14 and what is the point of having height limits if we just blow past them? Not saying that there is anything wrong with that, but these buildings have generally worked and been an asset to this part of Madison but it begs the question.
- There have been map amendments before, I think it's a consideration of the overall height of the building and understanding how the floors really stack, the floor to floor heights. It's intended to be taller buildings toward the Capitol and gradually going down further east.

Action

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