

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** March 30, 2022

TITLE: 402 W Wilson Street - Planned      **REFERRED:**

Development (PD) for New Residential  
Building. 4th Ald. Dist. (70519)

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Jessica Vaughn, Secretary

**ADOPTED:**

**POF:**

DATED: March 30, 2022

**ID NUMBER:**

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Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Jessica Klehr, Tom DeChant, Rafeeq Asad and Christian Harper.

**SUMMARY:**

At its meeting of March 30, 2022, the Urban Design Commission received an **INFORMATIONAL PRESENTATION** for an amendment to an existing Planned Development (PD) located at 402 W Wilson Street. Registered and speaking in support was Nick Orthmann, representing Bear Development, LLC. Registered in support and available to answer questions were Steven Rosandich and Mark Hauschel representing Bear Development, LLC; Kevin Yeska, representing JSD Professional Services, Inc.; Felipe Ornelas and Tim Wolosz, representing Engberg Anderson.

The proposal at the southwest corner of Wilson and Broom Streets involves a combination of new construction and reuse of the existing office building for a 4-story residential building. All 45 units will be affordable housing at or below 60% of median income. The neighborhood is predominantly residential in a mix of apartment buildings, smaller single and multi-family homes, this fits in very nicely. All parking would be below grade with residential above in 1 or 2 bedroom units. There will be a common area, on-site management, and a small patio off the rear of the site. The team has conducted a meeting with the neighborhood association, to mostly positive feedback.

The Commission discussed the following:

- Curious about a 402 W Wilson Street character study. Could you walk through the materials a little bit?
  - The existing building is somewhat challenging in that it's historically brutal, but has a lot of shadow and depth, and composed of buff limestone. Our addition provides a composition that will complement that building to keep as much of that materiality as possible but rebrand it. We're ½ in and ½ out with the balconies to maintain the height of the bays, which emulate the rhythm happening along the street. The projecting bays are in alignment with the proportion of residential. The left side bay was infill of metal panel and glass, we're providing new windows and new limestone. The brow expression is an extension of the canopy that's already there. The

base materiality is buff limestone and the upper is lightweight cladding, the accent material can tie in with potentially what we're showing at the accent canopy.

- The vertical elements coming down in front, what are those?
  - That's a column expression in weathered steel.
- There are some subtle things that are growing on me. Whatever you do that canopy must remain, it's a nice touch that plays against the limestone and gives it a more modern feel. I don't know about the balconies, they stand out a lot. It's close, keep working on refining it, not adding more materials or colors but simplifying it, the direction is pretty cool so far.
- Affordable housing, this is impressive and I appreciate the styling and the fact that you're reusing an old building and also took the time to search for matching materials, I applaud all of that.
- I really like it, I think it's a nice restrained palette, a lot of interesting points, the way you're changing materials is interesting for such a small building. Will you have any kind of heating or cooling units that will be outside of the building?
  - Those would be mounted on the rooftop and furnaces would be contained within the units themselves. We typically can put them in the middle of the roof area so they can't be seen.
- I think it will matter because of all the taller buildings around you.
- I like the design, the column and canopy components are strong elements that need to remain. The question about the bottom two floors and top two relating, the architect has done a very good job of bringing elements up and down, the more that happens the better those two elements connect and integrate. Pleased to hear they are matching materials on the new projections. One concern I have, because they do project so far out, the underside treatment of the balconies will be important as they will be highly visible.
- Does that building have parking in the basement today?
  - The existing building has usable space at that lower level, we'd be converting that to parking, as well as the addition to the surface lot currently to the north.
- It's engineered to handle that. That's a tricky conversion, that's interesting.
- This is a nice project, when it's done it's not going to look like they converted an office building into an apartment building. It's really seamless and it has a nice design in and of itself as a new project. I really applaud you for your creativity, even if you're not able to exactly match the existing materials, you've separated the new materials in a way that it won't detract if it's not an exact match. You're hearing a lot of strong support from the Commission, it's a nice addition to the neighborhood, and I hope you're able to hang on to all the good things we're seeing on the project.

### **ACTION:**

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