

CRG | Madison Park + Regent

UDC Submission

Wednesday, March 30, 2022





street view looking southeast



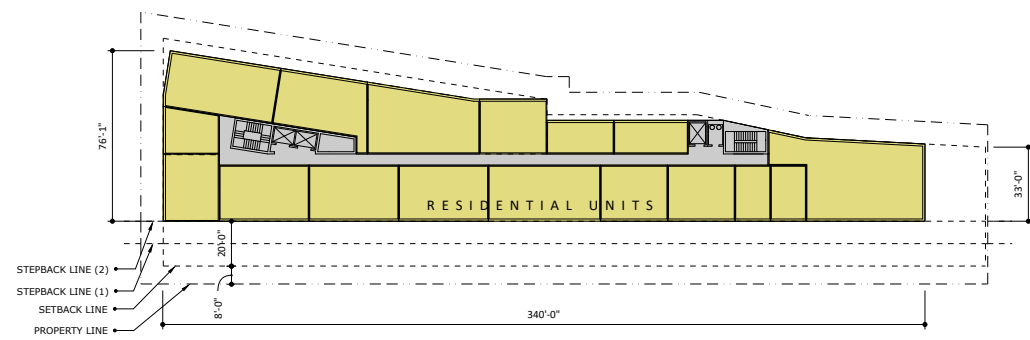
street view along Regent



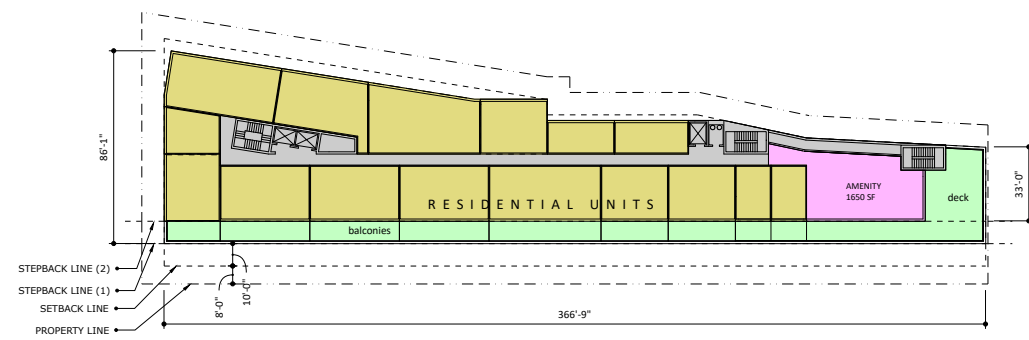
street view looking east



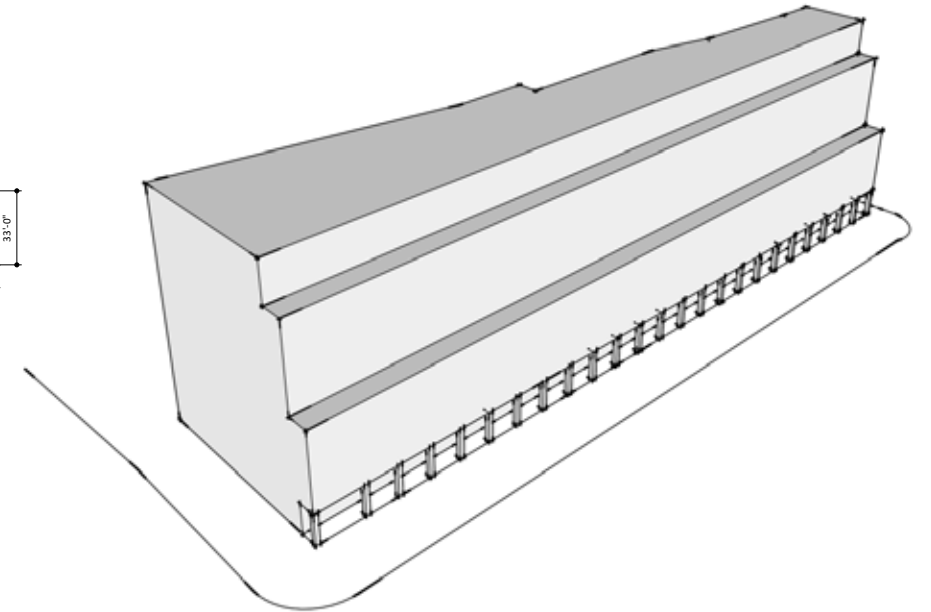
aerial view looking northwest



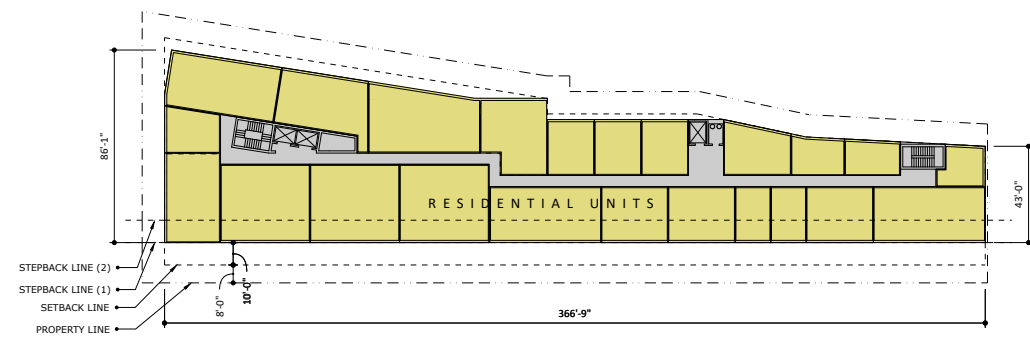
FLOOR 10



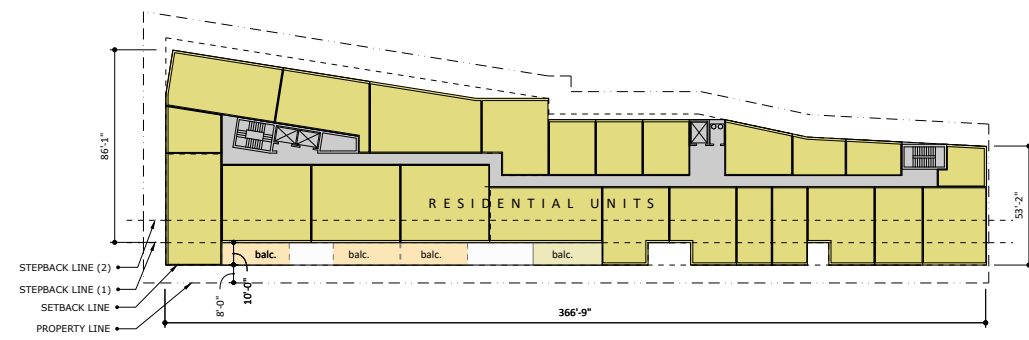
FLOOR 9



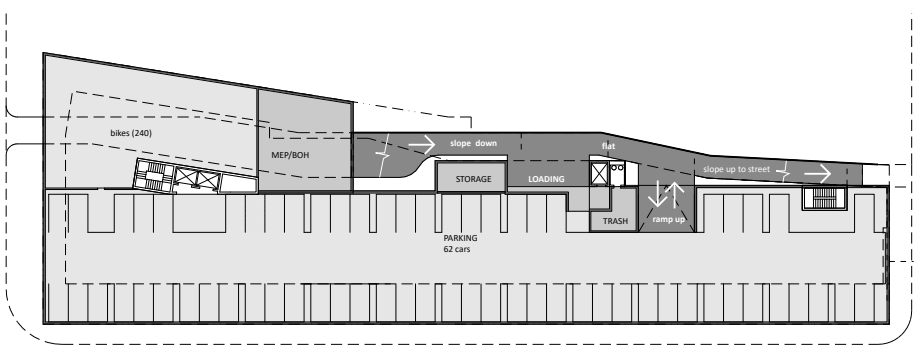
AERIAL VIEW OF MASSING



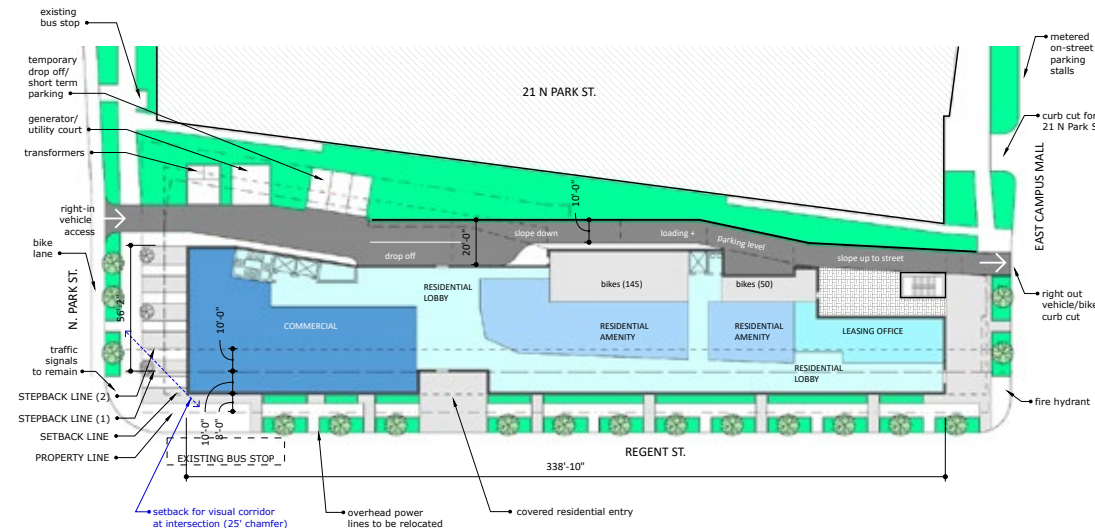
FLOORS 5-8



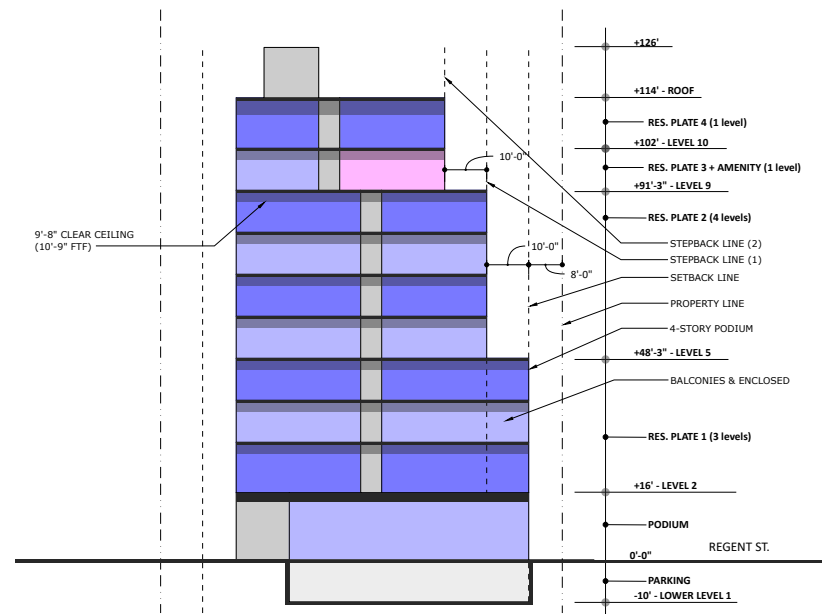
FLOORS 2-4



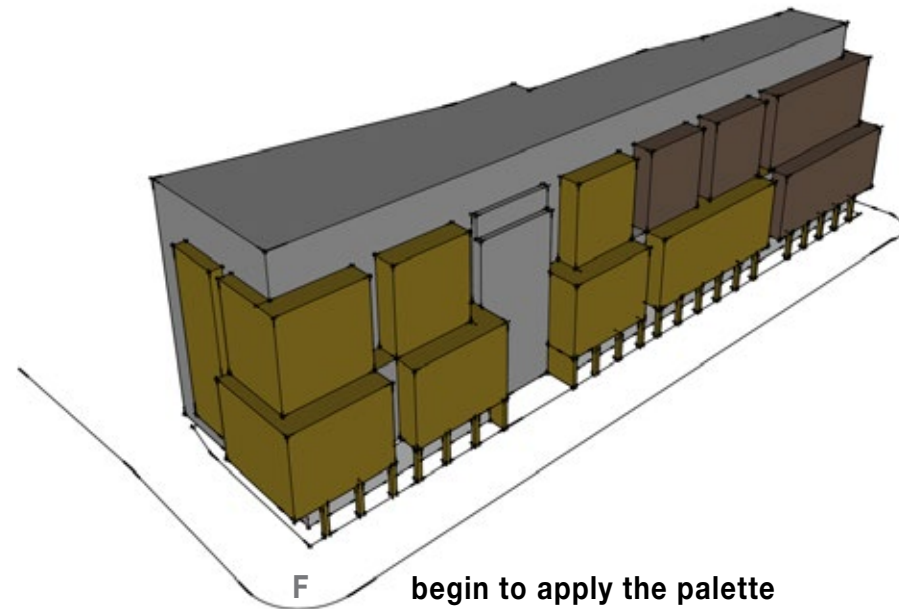
BASMENT



GROUND FLOOR



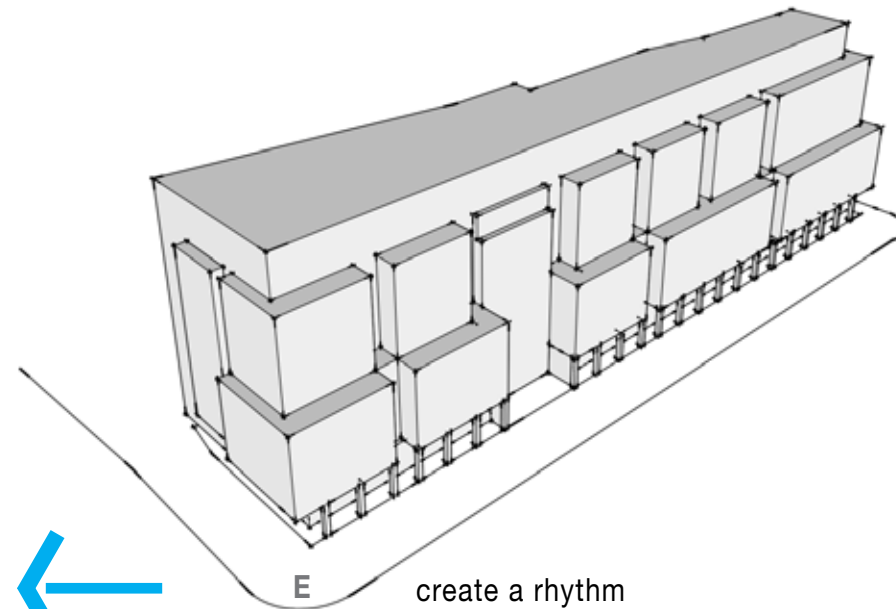
SECTION LOOKING EAST



F

begin to apply the palette

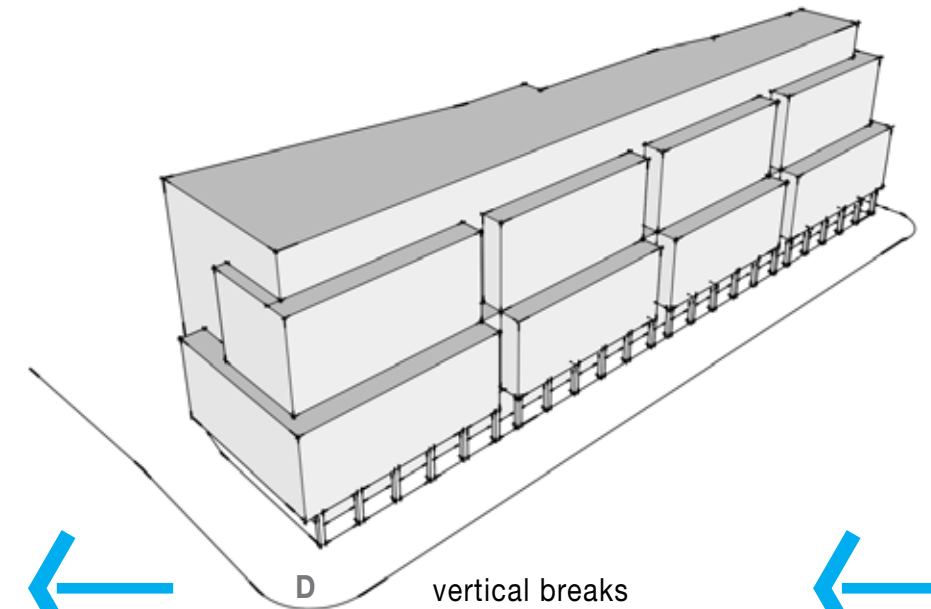
- keep the palette to 3 main materials
- use the materials to enhance the weight, lightness of the masses while breaking them down
- reinforce the human scale with texture



E

create a rhythm

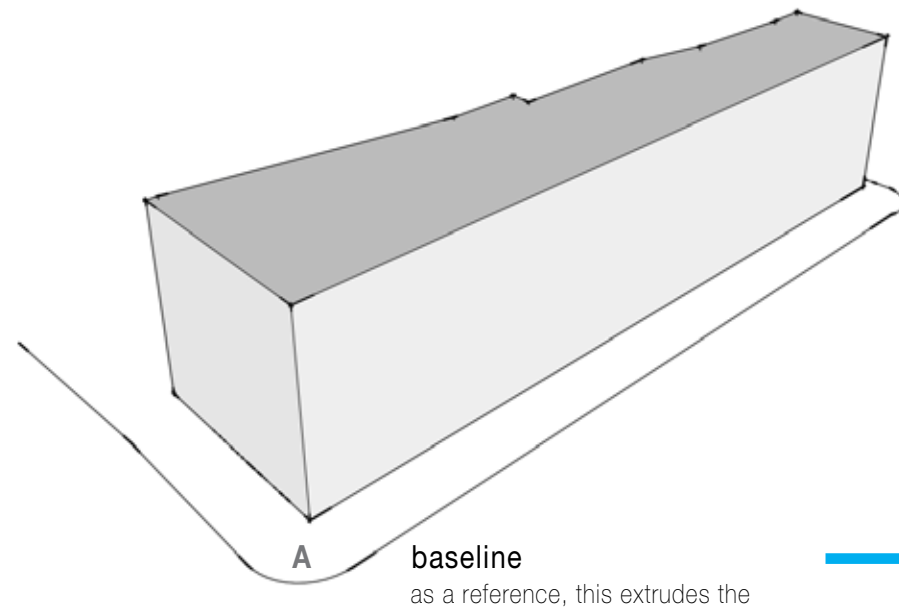
the vertical breaks are orchestrated into a composition that creates a fluid rhythm on the street



D

vertical breaks

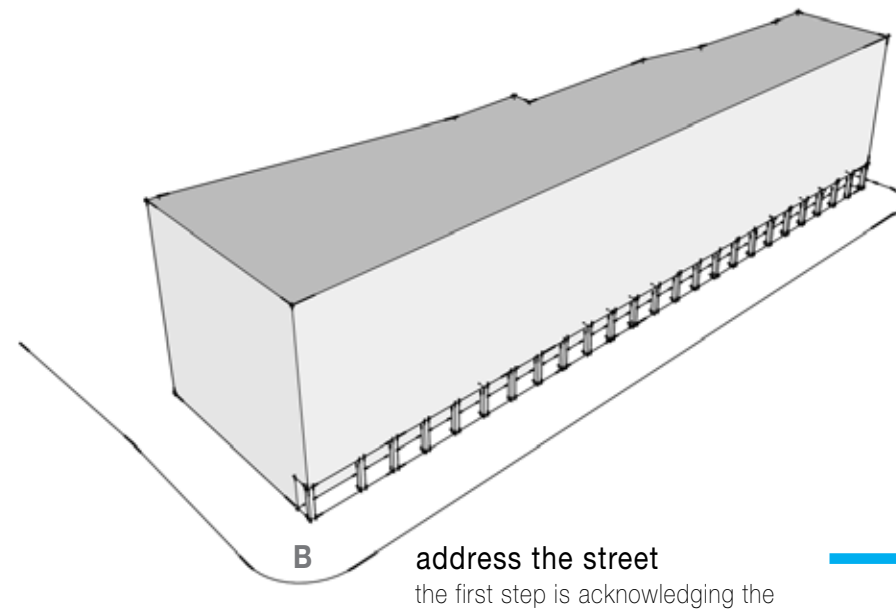
create a more intimate and appropriate scale through the addition of vertical breaks as well



A

baseline

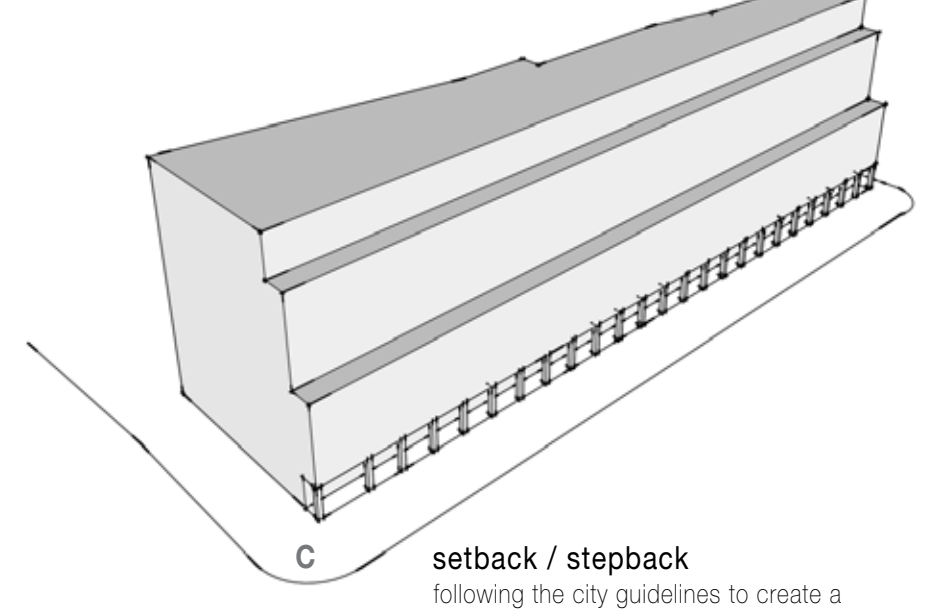
as a reference, this extrudes the overall site prior to addressing the steps needed to addressing the planning guidelines



B

address the street

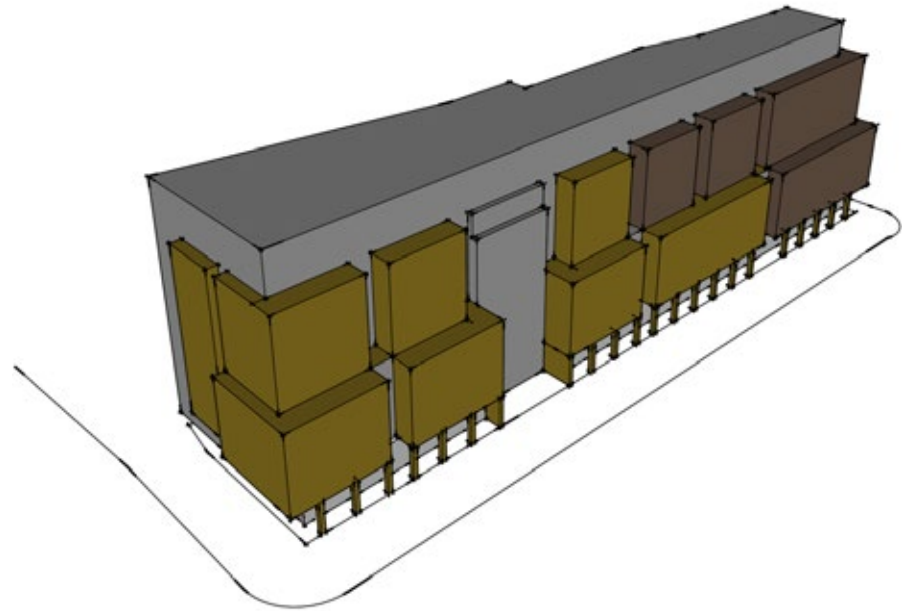
the first step is acknowledging the street experience and creating a human scale both on the sidewalk and from a distance



C

setback / stepback

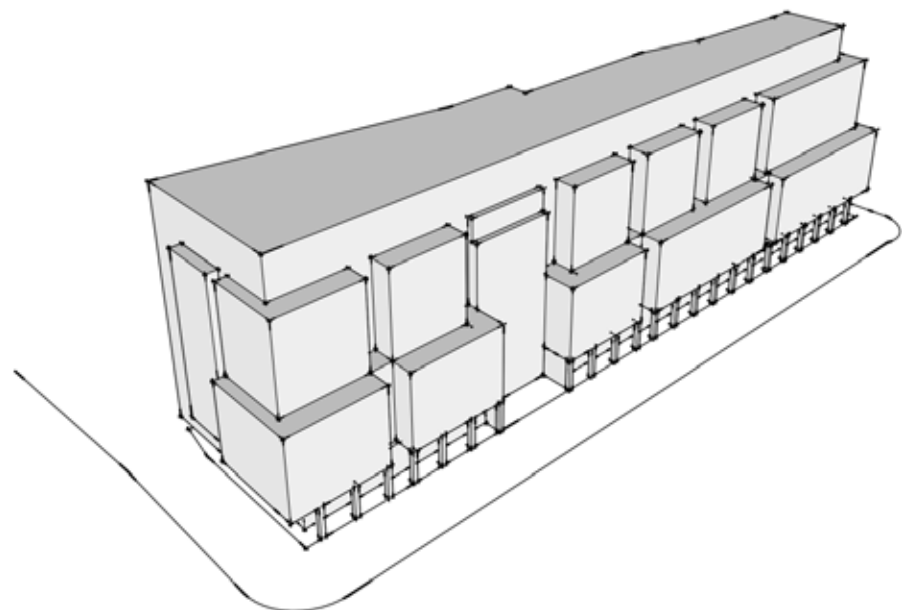
following the city guidelines to create a composition which doesn't overpower the street/neighborhood. Hold back from the property line and then step back at the 5th and 9th floor to right-size the basic mass



Recapping the previous page and its diagrams, the proposed design addresses the following:

- how the building meets the street in order to create a human-scaled urban experience
- conforming to setback and stepback guidelines for projects of the scale
- providing vertical breaks in the massing to continue to create a scale of building which reinforces the rhythm of the neighborhood
- develop a tight material palette which carries forward the overall approach to a neighborhood scale through color, texture and unit scale/size.

The proposed project establishes a four story base along Park, Regent and E. Campus Dr. clad in a reddish brick. A series of piers and columns at the ground floor establish an anchor for this mass while opening it up substantially with storefront windows to activate the streets with retail spaces and amenities which serve the residents.

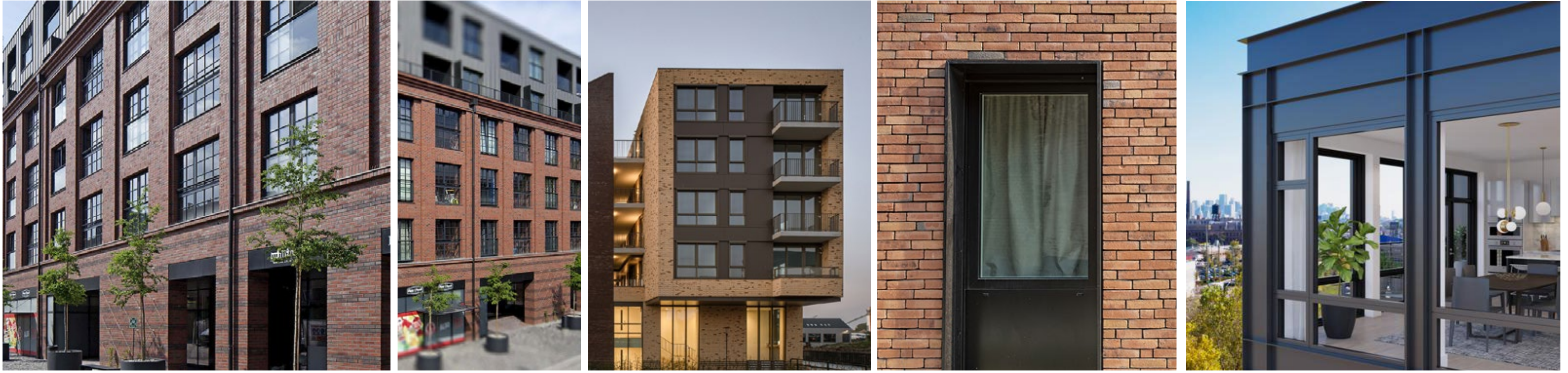


Floors 5 through 8 step back from the base and are clad in three different materials which help define the entry along Regent and then create a further punctuation to the building's rhythm from east to west.

Floors 9 and 10 step back from the middle grouping of floors to create an attic quality to the design therein completing the traditional notion of base/middle/top. It will also feel more open and transparent to reinforce the cap.

The material palette changes from darker to lighter in an east west direction to break down the massing and imply a difference in buildings. All of this, along with the window patterns keep the project from feeling overly heavy or massive and instead, provide an appropriately scaled, warm and inviting experience on the street and in the neighborhood.





the images portray the sense of color, scale, detailing and materiality that the proposed design is aspiring to - an appreciation of tradition and character expressed with a contemporary voice







CONCEPT | UDC SUBMISSION | VIEW LOOKING NORTHEAST ALONG REGENT

03.30.2022





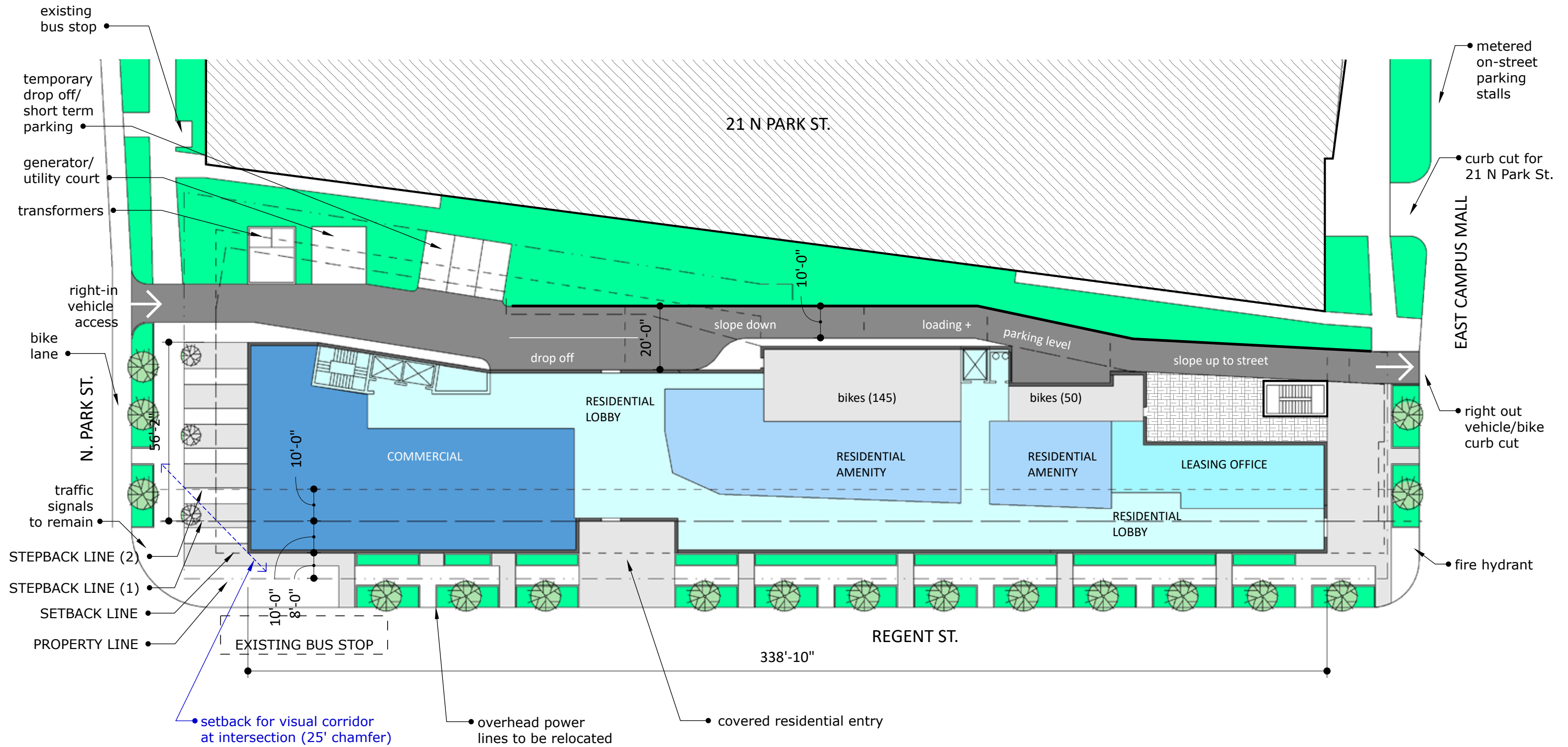
CONCEPT | UDC SUBMISSION | VIEW LOOKING NORTHWEST ALONG REGENT

03.30.2022



CONCEPT | UDC SUBMISSION | VIEW LOOKING WEST/NORTHWEST ALONG REGENT

03.30.2022





EXISTING SIDEWALK CONDITION ALONG REGENT (APPR. 7' FROM CURB TO BLDG.)



PROPOSED SIDEWALK CONDITION ALONG REGENT (APPR. 15' FROM CURB TO BLDG.)







CONCEPT | UDC SUBMISSION | VIEW LOOKING NORTHEAST ALONG REGENT

03.30.2022