

**AGENDA # 4**

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 20, 2013

TITLE: 415 West Johnson Street, 226 North Broom Street, 424 West Dayton Street –  
Rezone from DR-2 District to UMX District (New Zoning Code) for the  
Redevelopment of Three Existing Properties into a Residential Project of  
Approximately 320 Units. 4<sup>th</sup> Ald. Dist. (28620)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: February 20, 2013

ID NUMBER:

---

Members present were: Richard Wagner, Cliff Goodhart, Henry Lufler, Tom DeChant, John Harrington, Richard Slayton, Dawn O’Kroley, Melissa Huggins and Marsha Rummel.

**SUMMARY:**

At its meeting of February 20, 2013, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a rezoning for the redevelopment of three existing properties into a residential project of approximately 320 units located at 415 West Johnson Street, 226 North Broom Street and 424 West Dayton Street. Appearing on behalf of the project were Eric Lawson and Ron Locast, representing Dave Schutz; Brad Fregien, representing Olson Toon Landscaping, Inc. Appearing in opposition to the project were Lee Hautz, Jeff Rippa, and Tara B.

Lawson discussed changes to the plans and meetings with the neighborhood steering committees. The project is essentially the same in mass and story height with 317 units. Main entrances are located at the corner of Broom and Johnson Streets, Johnson Street and Dayton Street. The stairs have been pulled back to give more relief at the corner entrance. Entrance doors have been pulled back off of Johnson Street for vision clearance. Entries to the units on Broom and Dayton Streets (off the sidewalk) have been incorporated, which in turn changed the planter configuration at those locations. The internal sloping has changed to allow two internal loading areas and can accommodate a 10-foot high truck. There’s a gradation from solid to lighter material along the façade both horizontally and vertically. Three bricks will be presented for the project. The developer would prefer a metal panel rather than cement board siding and will provide more longevity. Building material samples were distributed and discussed.

Jeff Rippa spoke as a 20-year resident of the neighborhood. The massing and encroachment of this project is of concern. The project will displace low-income renters. He would like to see an allowance for low-income renters. He also mentioned that the entire planning process was not shared with the adjacent neighbors.

Ald. Verveer acknowledged his constituent’s concerns regarding this project. He stated that Kevin Firchow’s Planning Division report addressed some of these concerns in regards to low-income rental availability. It does

meet the Downtown Plan relative to the ordinance requirements. It was also mentioned that many of Rippa's concerns would be dealt with at the Plan Commission level.

The Commission had the following comments and questions:

- Relative to the Dayton elevation planters, they crowd the street. Provide plantings at the ground level rather than raised planters but the plantings are generally OK. The planer removal will provide an opportunity for variation where they take away from the architecture currently.
- Look at something other than Spirea. Look at more substantial plantings. Emerald arborvitae has winter issues; replace with Carpinus fetula. Replace Crab by pool with Amelanchier Chinois (French tree) or something more substantial.
- On the main entry, this blue has a certain contemporary feel but the brown weighs it all down.
- Those Junipers are not going to do well.
- I'm concerned about the units above the entry, whether we're looking at living rooms or bedrooms. I'd be concerned if I was looking at peoples' bedrooms.
  - Those are living rooms, the bedrooms are behind.
- Along Johnson I don't really see a base, a middle and a top, I see three layers. Where it hits the corner on the west side is really successful and simple. I don't see a hierarchy there like I see at the other two streets. Have you considered a bit more of a base, middle and top?
- It's pretty rigid and there are no secondary reads that I anticipate seeing.
- The application of the metal panel looks like a brick panel. How it returns, if it's able to take a corner or if it's always locked within the frame. Look at where the brick starts, that might help. Then the metal panel pieces start to be understood as volumes.
- On the four-story pieces you're caught that horizontal line of the neighboring properties, the potential of those to be developed site-by-site into something bigger. I would look at how you treat the cornice of the four-story volume above the balconies and on the six-story piece. How it runs so continuous for such a length when in reality if you could get just a subtle break in that it would be reminiscent of 30-foot lots, 20-foot lots. Just another subtle read to break it a bit.
- Regarding the staff report, look at blank wall treatment on Johnson Street.
- I'd like to hear about why you can't keep some of the buildings and incorporate them into your design.
  - Two of the buildings in the Downtown Plan are noted as obsolete, marked for development. The two-story on the corner was not marked as such. They're all zero lot line.
- The planters should not be so tall. It starts to look like frills on your monumental building. I know it's the treatment of the ground plane, but the plant material alone can do that. Planter treatment a big blank wall.

**ACTION:**

On a motion by DeChant, seconded by Rummel, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for the following:

- An overall simplification of the Johnson Street entrance.
- Rethink the planters.
- Look at building materials and colors; especially dark color of panels.
- More visitor bicycle parking outside or indication of wayfinding for bicycle parking inside.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6 and 7.

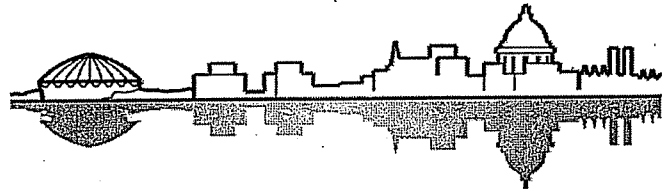
**URBAN DESIGN COMMISSION PROJECT RATING FOR: 415 West Johnson Street, 226 North Broom Street, 424 West Dayton Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	6	5	-	-	6	7	6
	7	7	7	7	-	7	8	7
	-	-	-	-	-	-	-	6
	6	7	6	-	-	-	7	6

**General Comments:**

- Monumental buildings. More attention needed to pedestrian experience along West Johnson Street. Drab colors – not very interesting.

**CITY OF MADISON  
ENGINEERING DIVISION  
210 Martin Luther King Jr. Blvd., Rm. 115  
Madison, WI 53710 (608) 266-4751**



**FAX (608) 264-9275  
TDD (608) 267-8677**

**Date:** March 1, 2013  
**To:** Kevin Firchow, Planning  
**From:** Robert F. Phillips, P.E., City Engineer  
**Subject:** Sidewalk along W. Johnson Street

This memo is clarification for the proposed development at 202-210 N. Bassett Street, 512-520 W. Dayton Street & 507 W. Johnson Street. Engineering was forwarded correspondence regarding the sidewalk adjacent to the development from Mr. Jeffrey Wills and has attended meetings with the Developer's design team regarding the project. Engineering Division did not condition the approval of this project on the need for a widened sidewalk. Widening the main line sidewalk could negatively impact the existing terraces and potentially require removal of the existing terrace trees, although it should be noted that the Developer has not yet proposed if any trees will be removed to facilitate the construction. Regardless, narrower terraces are not conducive for planting new terrace trees and its City Engineering's general policy to try to maintain adequate terrace widths for trees where possible. In addition, please note that there are existing overhead utility poles located on Dayton Street. Any sidewalk widening could potentially impact the poles to the point where they would have to be relocated, adding additional cost to the project.

It was suggested by staff that the Developer install paved terraces while leaving the main line sidewalk at the standard 5ft width. This would allow for more pedestrian traffic while still maintaining the necessary 5ft width for ADA compliance. There is also an opportunity for the Developer to dedicate additional sidewalk easement on their property to allow for a widened sidewalk. Engineering is supportive of this step, though it was not a requirement. As noted in the Engineering comments, the Board of Public Works will approve all public infrastructure improvements as a condition of approval of the project.