

MADISON // LANDMARKS COMMISSION

February 16, 2015



Project Summary

114 Bedford is a contextually cohesive student housing community located in Madison, Wisconsin on the busy neighborhood corner of Mifflin Street and Bedford Street. This 262,000 SF CM At-Risk project features a total of 191 units; the project is positioned to serve both the growing student body of the University of Wisconsin and the expanding percentage of young professionals looking for housing in this popular neighborhood. Enclosed parking on site provides space for three types of parking- 89 traditional parking spaces, 36 moped/motorcycle spaces, and 220 covered + 20 open bike spaces for a total of 242 bike spaces. The project provides 361 beds with a planned 60% student / 40% young professional mix. Implementing Madison's mission of environmental responsibility, 114 Bedford promotes a healthy living environment for its residents and displays respect for its neighbors.

The Site

This project is located in the Mifflin West District neighborhood at the Southeast corner of the University of Wisconsin perimeter in the Capitol Neighborhood Inc. district. The .88 acre site currently hosts Negus Container CO, Corrugated Boxes, which is a 14,277 SF commercial use building. The redevelopment of this underutilized site will provide an opportunity for the neighborhood to have enhanced streetscape presence along Bedford Street, activity with some retail and local art display in the two lobbies, live/work townhome and loft spaces and promotion of density consistent with the current zoning in this area.

Key Focus

Key elements of the Mifflin Neighborhood were incorporated early into the design of the project. The project team sought to enhance the quality of the neighborhood fabric by studying and emulating elements such as historic buildings, the streetscape, walkability, front porch presence, residential scale, and sheltered entry areas. The landmarked Ruth Bachhuber Doyle Administrative Building, Dobelin & Company Wagon Makers building and the historic U-haul depot building were of specific interest. Design cues were pulled not only from the massing, but also from materiality and street presence. Materials and massing were of particular importance in relation to the Doyle Building; a lighter brick color has been selected to be sensitive to all the historical brick buildings, the massing of the new building has been scaled down on the northeast corner and that same scale is continued around the perimeter to break down the overall mass of the new building. Also, both glass lobbies feature radiused corners as a tribute to the rounded brick corners of the Doyle building. The brick detailing features inset window slots as a nod to the window detailing of the Doyle Building on Dayton Street. Two story townhomes, with front door access along Bedford Street, create a connection to the neighboring buildings and support continuity of street activity, while the overall massing of the project reacts to its surrounding context cues, present and future.

Although the new building is large, including a ten story tower, it is consistent with current zoning. Several design strategies were used to avoid being visually intrusive and adversely affecting the historic character and integrity of the adjoining landmark Doyle Building. First, the site of the new building is currently situated 112'-0" away from the Doyle building. The proposed building is oriented such that it angles away from the Doyle Building; this allows the far edge of that same façade to end up 305'-0" away from the existing property. Next, the façade along the shared street front, Bedford Street, maintains a four story volume with similar mass and scale to the Doyle Building. Finally, the corner closest to the Doyle Building has the ten story volume step back 25'-0" from the Bedford Street property line in order to maintain the scale of the Doyle Building and appear visually less obtrusive along the streetscape. This same volume also features a corner eroded further through using transparent storefront glazing.

Visual connections to the Capitol Building and lakes from inside of the building will be enhanced by large windows that will also act as additional ventilation and circulation reinforcing the idea of healthy living. Walkability and the use of alternative transportation are encouraged. Proximity to several university and city bus stops, including a bus stop on site, allows for easy access to the entire city. Additionally, much of on-site parking is dedicated to alternative transportation including mopeds, motorcycles, and bikes.

Justification for Additional Height on the Student Tower

- **Respect existing and future development of Mifflin Street:** The project respects the existing and future built environment along Mifflin Street by maintaining a four story elevation along Bedford Street. The Bedford Street façade includes three townhomes and a large step back at the fifth floor which creates a continuous four story elevation that speaks to the rooftops of the current buildings along Mifflin Street as well as the future redevelopment of the street (zoned for 6 stories).
- **Higher quality architecture:** Creates the opportunity for a sculptural architectural aesthetic with a building of varying heights (four, eight, and ten stories) that are further articulated by the rhythm of the cutouts, windows, and materials. Exceeding minimum transparency (glazing) requirements provides more daylight for occupants and creates a more dynamic building façade.
- **Complements Historic Doyle Building:** Allows the ten story tower to step back significantly from the Doyle Building and to use the corner glass element to further soften the relationship to the Doyle Building. Stacked brick detailing on the northwest side as well as similar organization of the windows provide a gentle nod to the architecture of the Doyle Building.
- **Higher quality amenities with more square footage:** A larger building allows more units to be leased which, in turn, allows for more amenity opportunities for the residents. Greater density and height provides the opportunity for a centralized HVAC system which is more energy efficient and avoids unsightly openings to the architectural skin.

Alignment with the Downtown Urban Design Guidelines:

The project has addressed many of the Downtown Urban Design Guidelines and has used the guidelines as a roadmap for its inspiration.

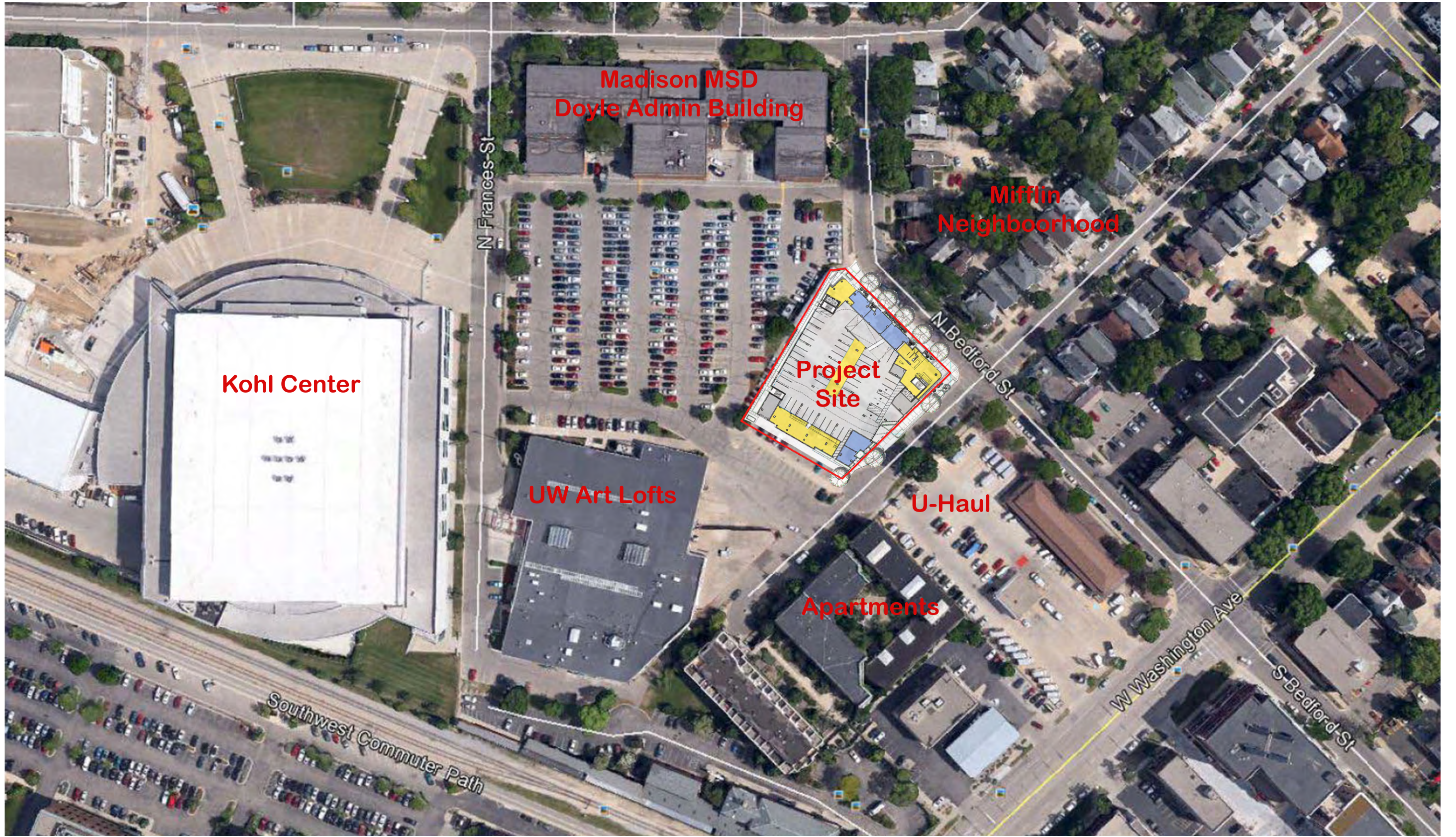
- The site is favorable to promote density on a currently underutilized site. The two main street facades, Bedford and Mifflin Streets, activate the street with townhomes, storefront lobbies, architectural canopies, planters, canopy trees, full cut-off lighting fixtures to promote a safe environment, seat walls, benches and bike racks for guests. The active streetscape culminates at the street corner with the main lobby framed with a large canopy and includes a retail component, offices and local art displays. The parking garage entrance is located as far from the corner as possible and set back into the façade.
- Along with the active streetscape features, residents will enjoy the open planted 2nd floor courtyard with active functions of table tennis, grilling areas, a fire pit and seating areas with private contemplative space. The 5th floor terrace will offer similar amenities as well as great views of the neighborhood and lakes.
- Much focus was placed on the massing of the building to create a human scaled environment along the street, as well as scaling down the architectural components of the building to be in scale with other buildings in the vicinity. The building mass is reduced even further with careful articulation of the profile using step-backs and planar shifts in building materials. A sculptural skyline has been created with angled parapet profiles and varying massing heights of four, eight and ten stories. Walls are extended up to become parapets, which also conceals the mechanical equipment.
- Special emphasis was given to the lower four stories with richer materials such as the storefront lobbies featuring curved glass corners, use of wood slat siding on the townhomes and brick detailed with inlaid window slots in reference to the historic Doyle building.
- High quality materials with a simple palette are used for durability, texture and richness of color. The strong overall massing is complemented by a secondary composition of planar shifts, recessed slots and eroded corners and even further with a tertiary composition of window groupings and interesting articulation of panelized materials.
- Although the project is not identified as a flatiron corner, the project has a similar condition where Bedford Street approaches from Dayton Street. The corner is set back to allow the four story volume and streetscape to read through at a pedestrian scale, and the corner above has been eroded away with corner glass captured within a large framed profile to emphasize depth and shadow.

Through attention to programmatic detail and promotion of environmental and contextual stewardship, 114 Bedford will accomplish the vision of the City, the neighborhood, and the residents to provide a new student housing center. 114 Bedford will stand as a regional model for student housing excellence in Madison.

PROJECT NARRATIVE



SITE LOCATOR MAP



SITE LOCATOR MAP

EXISTING SITE CONDITIONS

Address/Existing Use	114 North Bedford St Negus Container Co Corrugated Boxes Commercial (14,277 square feet)
Aldermanic District	District 4, Ward 40 Alder Mike Verveer
Neighborhood Association	Capitol Neighborhood, Inc.- Mifflin West
Alder/Neighborhood Notification	November, 2014
Legal Description	See Exhibit A
Lot Area	0.88 acres / 38,377 sq ft
Existing Zoning	UMX Urban Mixed Use
Downtown Plan	West Rail District Mixed Use
Comp. Plan Designation Development Schedule	West Rail District April 2015 Construction Start 14-16 Month Construction Period Target Opening: August 2016



PERMIT REQUEST

Requesting a Conditional Use Permit.

DEMOLITION REQUEST

The existing building on-site will be demolished as part of the development, with the possibility of additional pedestrian right of way improvements along Bedford St.



EXISTING CONTEXT CONDITIONS

619 W Mifflin Street
Founded 1894
Dobelin & Company Wagon Makers
Historic Property // 46,214 square feet



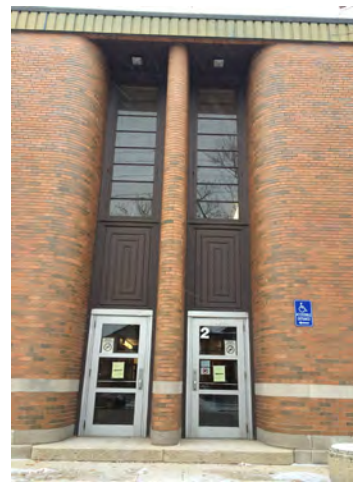
601 W Dayton Street
Kohl Center
546,311 square feet

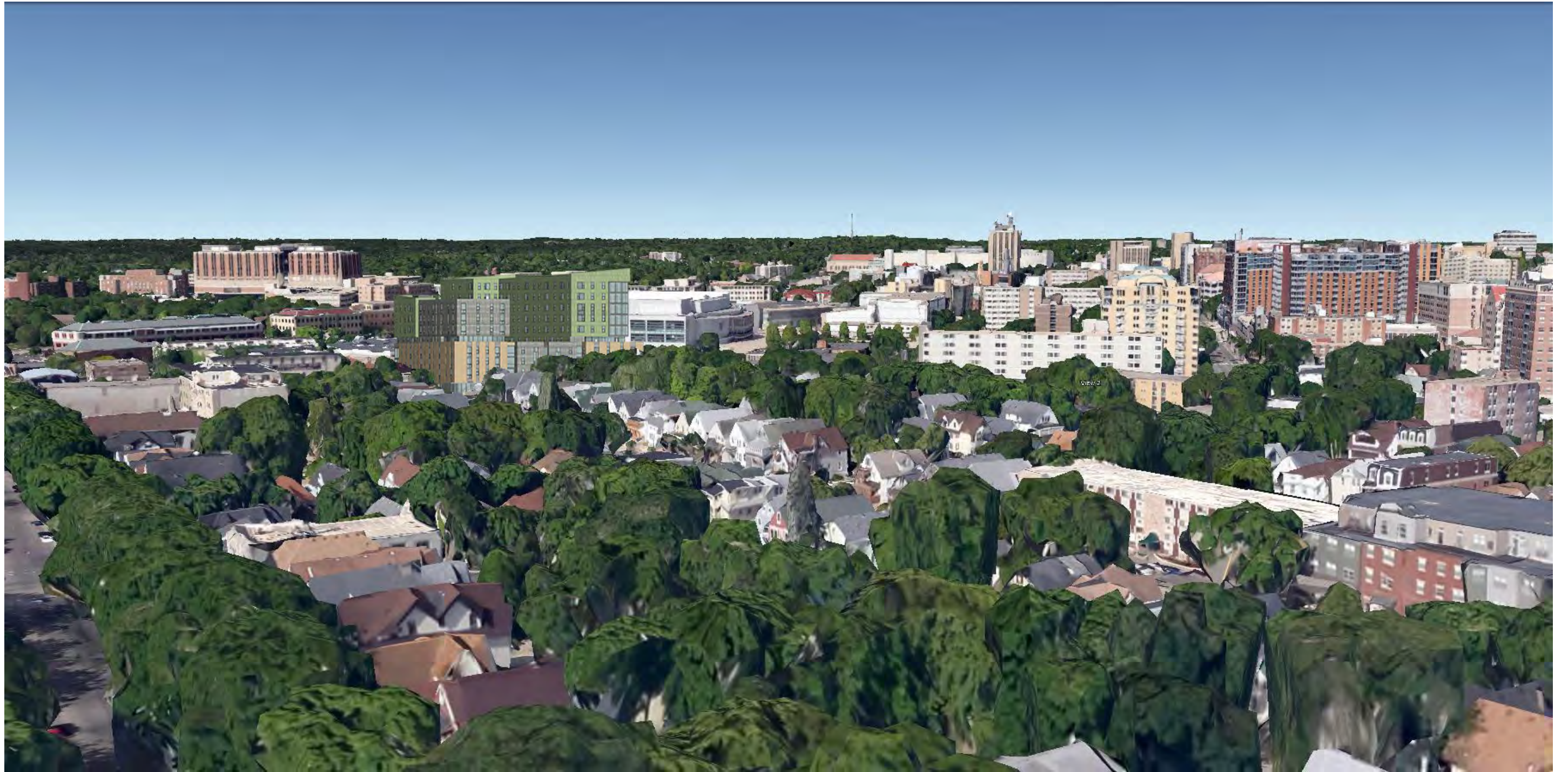


602 W Washington Ave
U-Haul
65,340 square feet

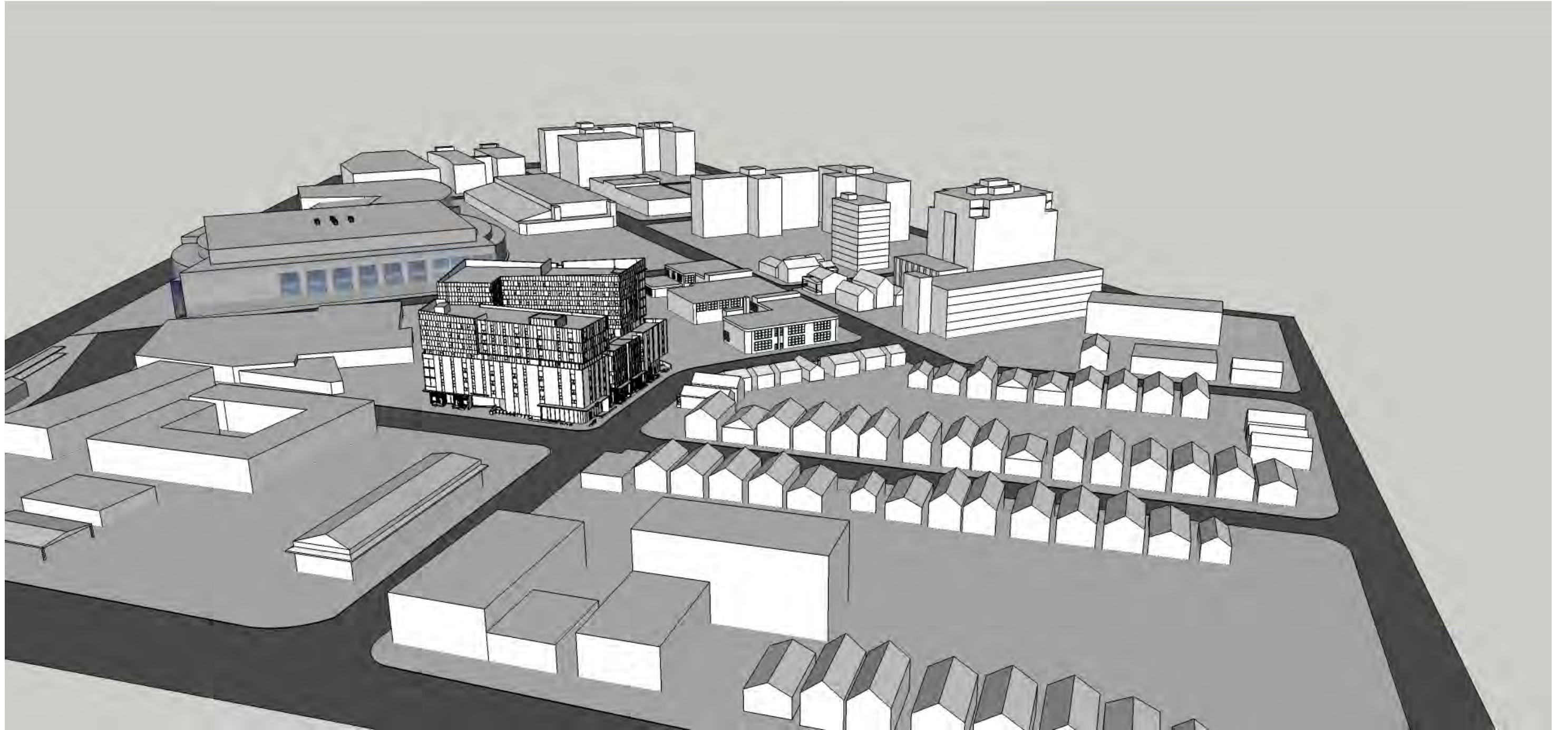


545 W Dayton Street
Madison Metro School District
Ruth Bachhuber Doyle Administrative
Building
115,525 square feet









CURRENT MASSING CONTEXT





LANDSCAPE SITE PLAN

ROOM LEGEND

- 1 Bed 1 Bath Townhome
- 2 Bed 2 Bath Townhome
- Amenity
- Parking Garage
- Service



1ST FLOOR PLAN 1
 SCALE 1" = 30'-0"

ROOM LEGEND

- 1 Bed 1 Bath Townhome
- 2 Bed 2 Bath Townhome
- Amenity
- Parking Garage
- Service



MEZZANINE 1
 SCALE 1" = 30'-0"

ROOM LEGEND

- 1 Bed 1 Bath
- 2 Bed 2 Bath
- 4 Bed 4 Bath
- Access
- Amenity
- Outdoor Patio
- Service
- Studio
- Trash



Floor 2 Units

Units	21
Beds	45

FLOOR 2 1

SCALE 1" = 30'-0"



COURTYARD LANDSCAPE PLAN

ROOM LEGEND

- 1 Bed 1 Bath
- 2 Bd 2 Ba Loft(YP)
- 2 Bed 2 Bath
- 2 Bed 2 Bath Loft
- 4 Bed 4 Bath
- Access
- Service
- Studio
- Trash



Floor 3 Units

Units 26
Beds 55

Floor 4 Units

Units 23
Beds 49

FLOOR 4 (3 SIM) 1


SCALE 1" = 30'-0"

ROOM LEGEND

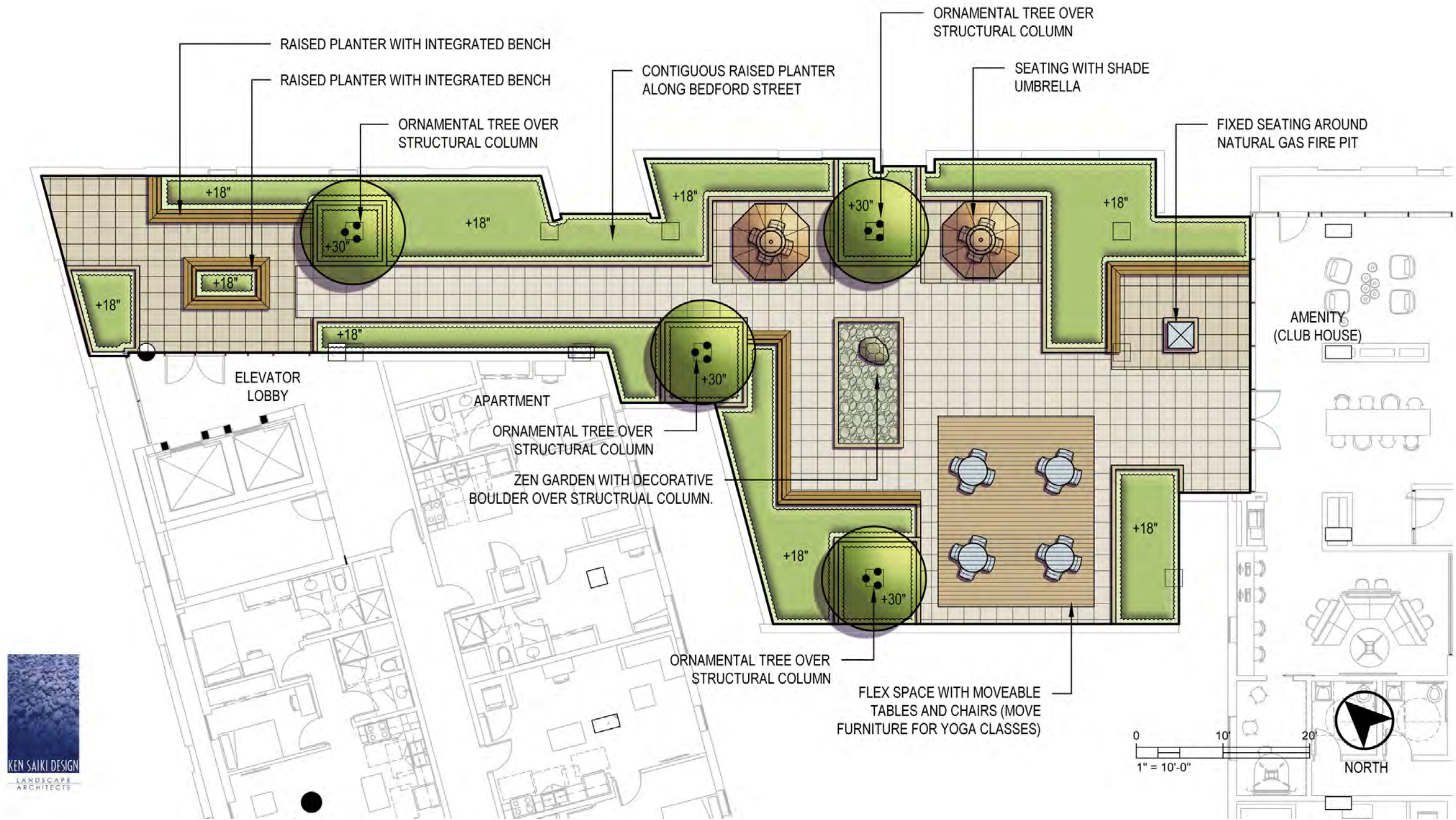
- 1 Bed 1 Bath
- 2 Bed 2 Bath
- 4 Bed 4 Bath
- Amenity
- Service
- Studio
- Terrace
- Trash

Floor 5 Units

Units 18
 Beds 36

FLOOR 5 1 
 SCALE 1" = 30'-0"





TERRACE LANDSCAPE PLAN

ROOM LEGEND

- 1 Bed 1 Bath
- 2 Bed 2 Bath
- 4 Bed 4 Bath
- Access
- Service
- Studio
- Trash

Floor 6 Units	
Units	22
Beds	42
Floor 7 Units	
Units	22
Beds	42
Floor 8 Units	
Units	22
Beds	42



FLOOR 6 (7-8 SIM) 1

SCALE 1" = 30'-0"

ROOM LEGEND

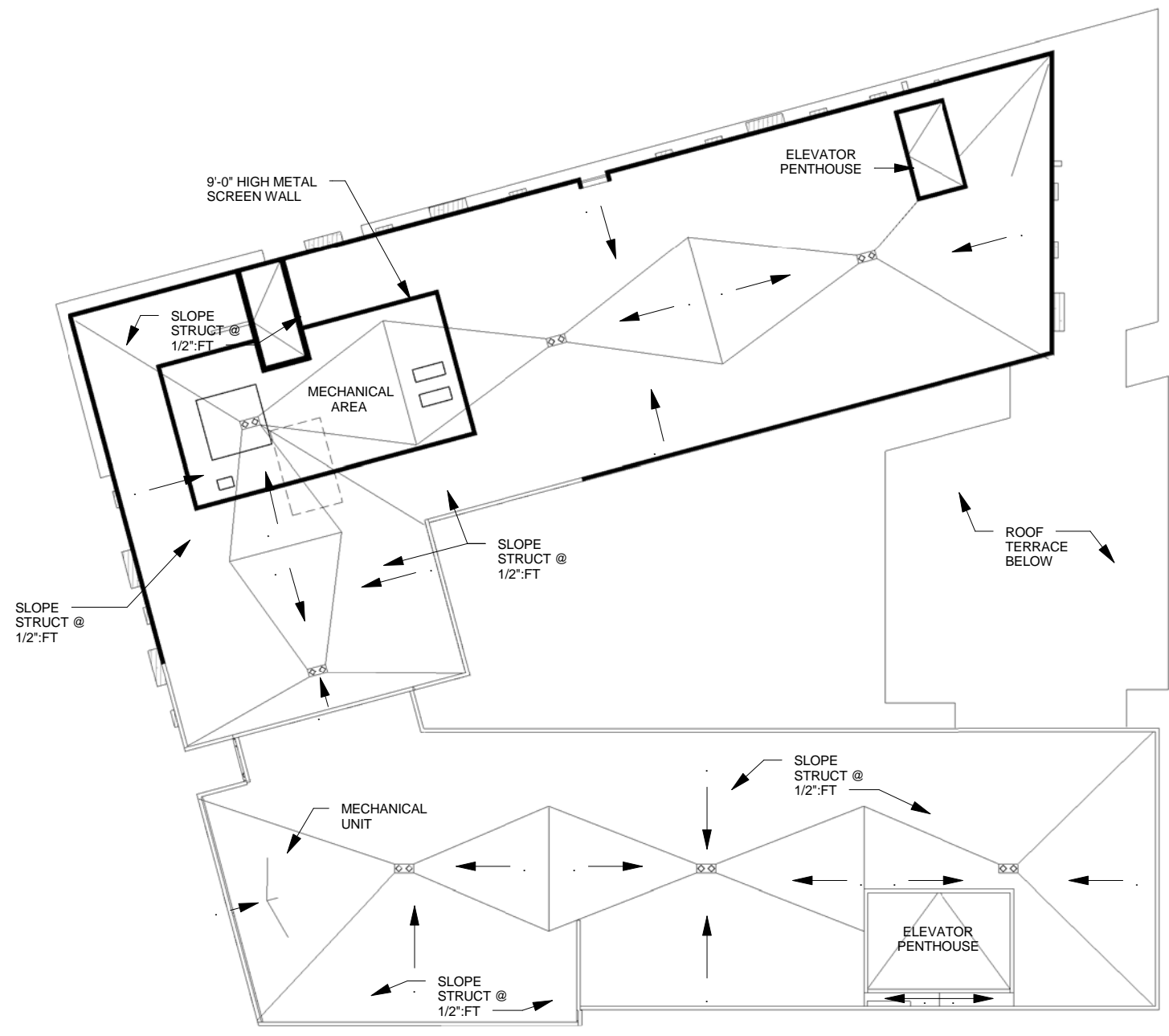
- 2 Bed 2 Bath
- 4 Bed 4 Bath
- Service
- Studio



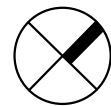
Floor 9 Units
 Units 10
 Beds 26

Floor 10 Units
 Units 10
 Beds 26

FLOOR 9 (10 SIM) 1
 SCALE 1" = 30'-0"



ROOF PLAN 1
SCALE 1" = 30'-0"





















Glazing Percentage:

prov. req.

Ground Level

Residential	38%	15% Min
Non-Residential	65%	50% Min

Upper Levels

32%	15% Min
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- | NO. | DESCRIPTION |
|-----|--|
| 1 | METAL PANEL - COLOR 1 |
| 2 | MASONRY VENEER - COLOR 1 |
| 3 | CEMENT BOARD PANEL - COLOR 1 & COLOR 2, PATTERN TBD |
| 4 | 1X6 WOOD SIDING |
| 5 | ALUMINUM STOREFRONT W/ CLEAR GLASS - COLOR 1 |
| 6 | ALUMINUM WINDOW W/ VISION GLASS OR CITY APPROVED EQUAL - COLOR 1 |
| 7 | METAL PANEL - COLOR 2 |
| 13 | LANDSCAPE WALLS |
| 14 | CANOPY |
| 15 | MAIN LOBBY ENTRANCE CANOPY |
| 17 | BLADE PROJECTION |
| 19 | TOWNHOME EXTERIOR DOOR |
| 20 | LOBBY ENTRANCE DOOR |
| 23 | SIGNAGE ZONE |



EAST ELEVATION 1
SCALE 1/16" = 1'-0"

Glazing Percentage:

	provided	required
Ground Level		
Residential	36%	15% Min
Non-Residential	50%	50% Min
Upper Levels	24%	15% Min

- NO. DESCRIPTION**
- 1 METAL PANEL - COLOR 1
 - 2 MASONRY VENEER - COLOR 1
 - 3 CEMENT BOARD PANEL - COLOR 1 & COLOR 2, PATTERN TBD
 - 4 1X6 WOOD SIDING
 - 5 ALUMINUM STOREFRONT W/ CLEAR GLASS - COLOR 1
 - 6 ALUMINUM WINDOW W/ VISION GLASS OR CITY APPROVED EQUAL - COLOR 1
 - 7 METAL PANEL - COLOR 2
 - 8 METAL MESH SCREEN
 - 10 OVERHEAD COILING DOOR (RECESSED)
 - 13 LANDSCAPE WALLS
 - 14 CANOPY
 - 15 MAIN LOBBY ENTRANCE CANOPY
 - 19 TOWNHOME EXTERIOR DOOR
 - 22 GARAGE & PARKING SIGNAGE ZONE
 - 23 SIGNAGE ZONE



SOUTH ELEVATION 1
SCALE 1/16" = 1'-0"



- | NO. | DESCRIPTION |
|-----|--|
| 1 | METAL PANEL - COLOR 1 |
| 2 | MASONRY VENEER - COLOR 1 |
| 3 | CEMENT BOARD PANEL - COLOR 1 & COLOR 2, PATTERN TBD |
| 5 | ALUMINUM STOREFRONT W/ CLEAR GLASS - COLOR 1 |
| 6 | ALUMINUM WINDOW W/ VISION GLASS OR CITY APPROVED EQUAL - COLOR 1 |
| 7 | METAL PANEL - COLOR 2 |
| 8 | METAL MESH SCREEN |
| 11 | SLIDING GATE |
| 17 | BLADE PROJECTION |
| 18 | EXTERIOR DOOR |

Glazing Percentage:
 Upper Levels provided required
 19% 15% Min

NORTH ELEVATION 1
 SCALE 1/16" = 1'-0"



Glazing Percentage:
 Upper Levels **provided** **required**
 23% 15% Min

- NO DESCRIPTION**
- 1 METAL PANEL - COLOR 1
 - 2 MASONRY VENEER - COLOR 1
 - 3 CEMENT BOARD PANEL - COLOR 1 & COLOR 2, PATTERN TBD
 - 4 1X6 WOOD SIDING
 - 6 ALUMINUM WINDOW W/ VISION GLASS OR CITY APPROVED EQUAL - COLOR 1
 - 8 METAL MESH SCREEN
 - 10 OVERHEAD COILING DOOR (RECESSED)
 - 14 CANOPY
 - 17 BLADE PROJECTION
 - 18 EXTERIOR DOOR
 - 19 TOWNHOME EXTERIOR DOOR

WEST ELEVATION. 1
 SCALE 1/16" = 1'-0"







