

# 400 WEST WASHINGTON

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Urban Design Commission

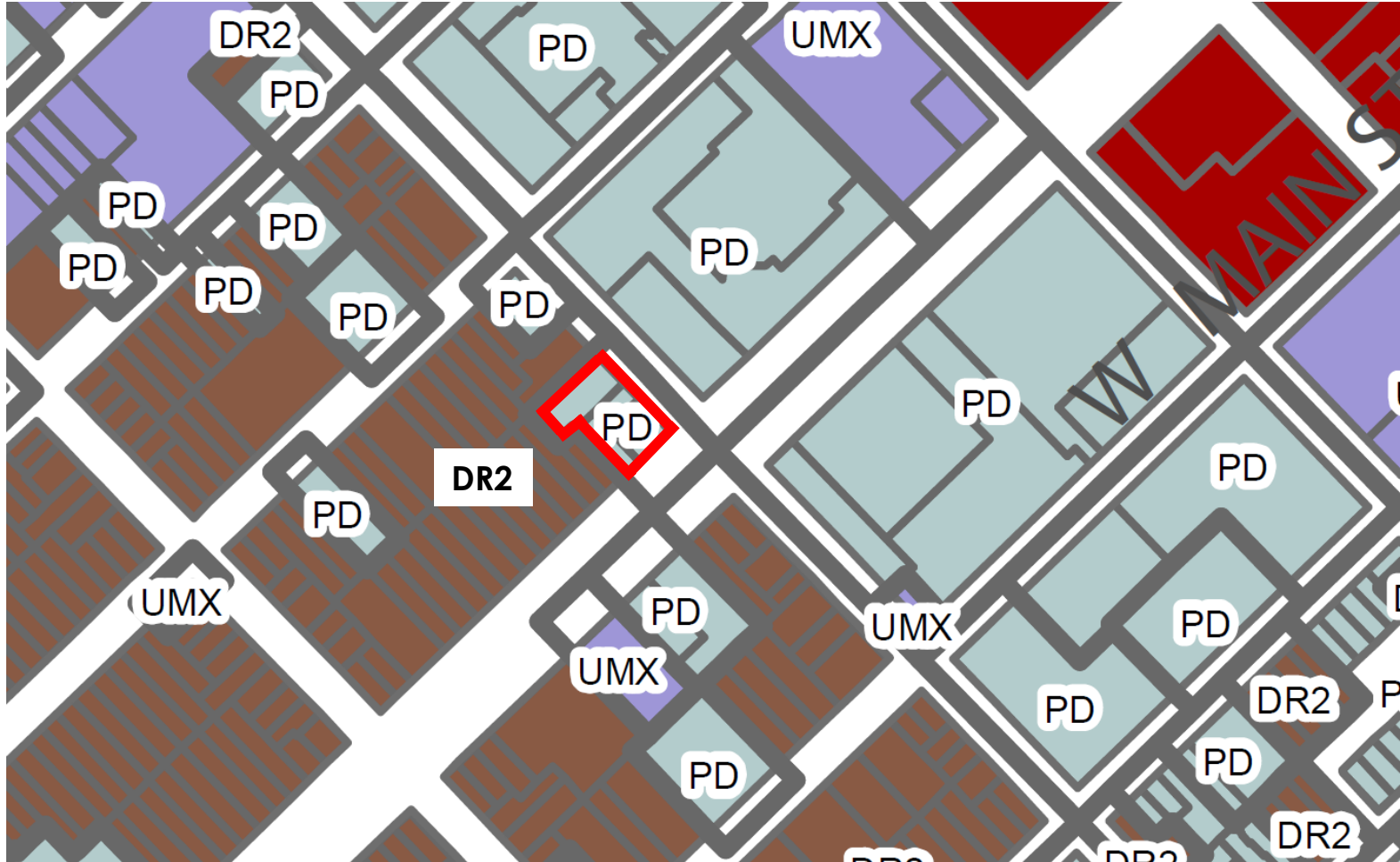
March 9, 2016

# PROJECT CONTEXT

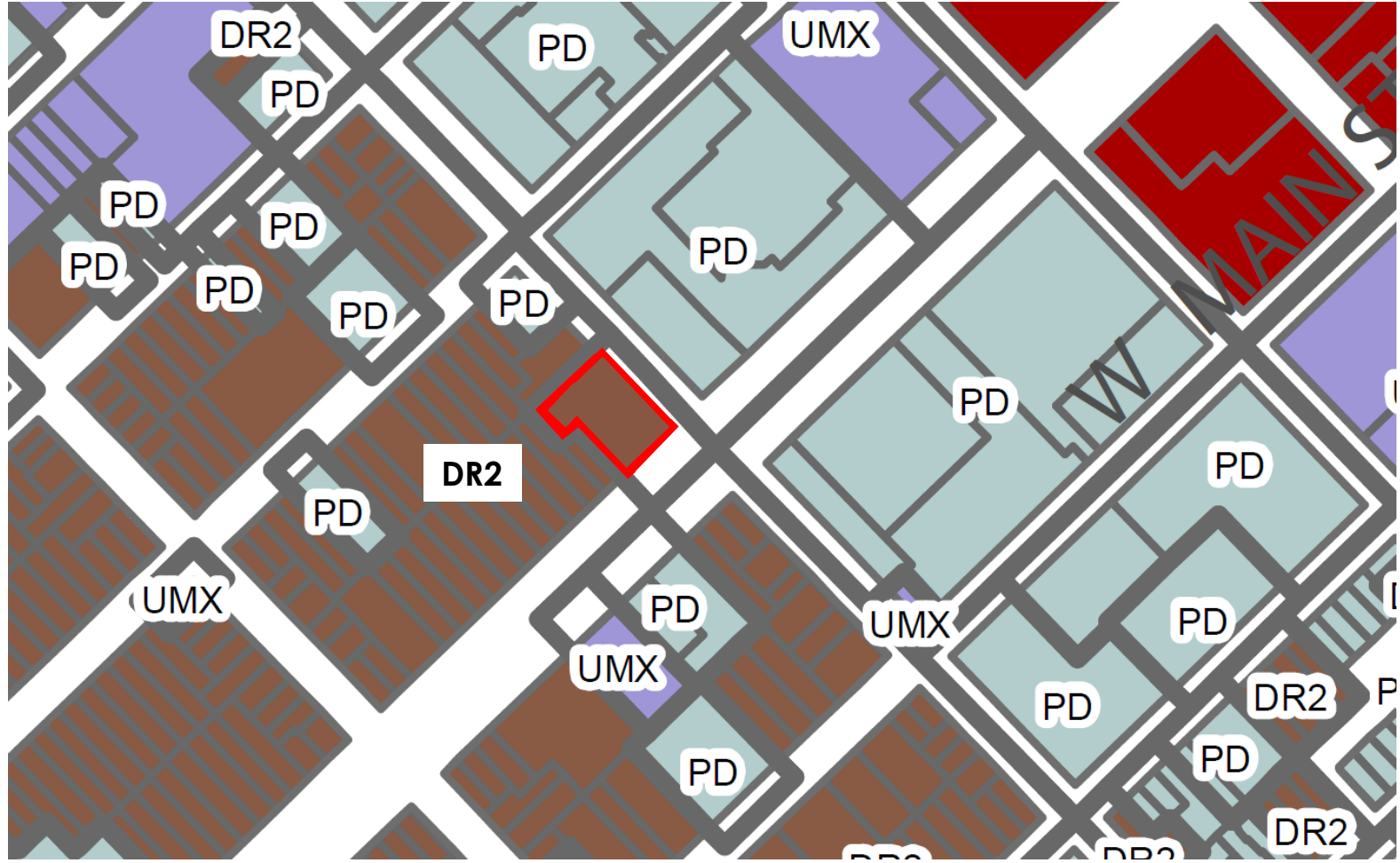
# Project Location



# Existing Zoning



# Proposed Zoning



# Existing Conditions



8-10 BROOM STREET



14-16 BROOM STREET



404-408 W WASHINGTON AVE.



404 W WASHINGTON AVE.



408 W WASHINGTON AVE.



414 W WASHINGTON AVE.

# Existing Conditions



414 W WASHINGTON AVE - SIDE VIEW



BROOM STREET - NE CORNER



W WASHINGTON AVE - SE CORNER



W WASHINGTON AVE - SW CORNER

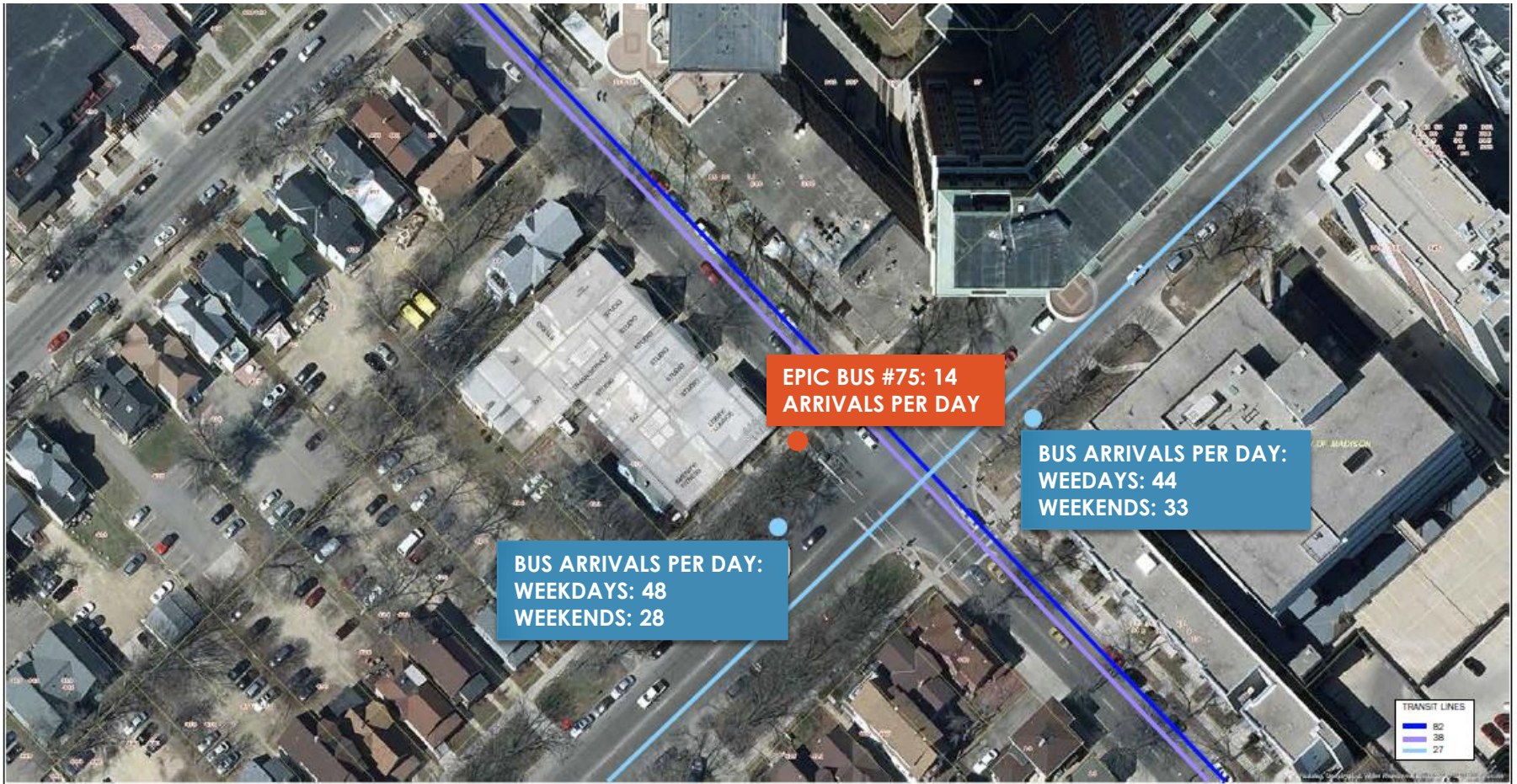


W WASHINGTON AVE LOOKING TOWARD BROOM



REAR VIEW OF HOMES ALONG BROOM

# Existing Transit Connections



Epic bus route 75 stops directly in front of the proposed project

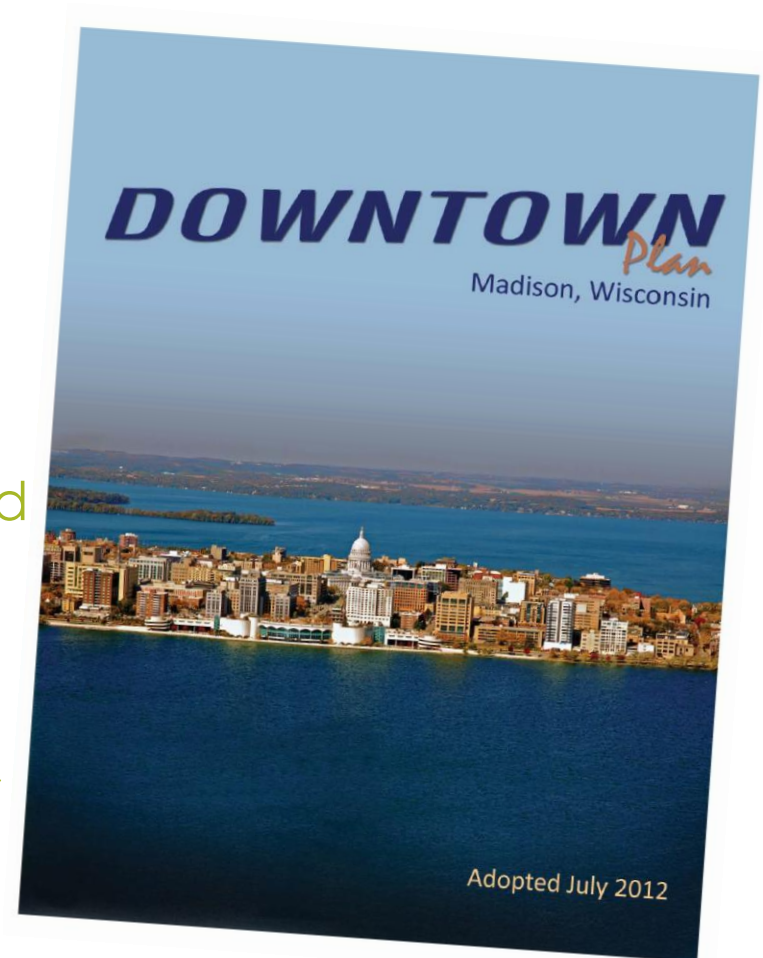


# PROJECT RELEVANCE

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# Vision

Downtown Madison will be a flourishing and visually exciting center for the arts, commerce, government and education. It will be a magnet for diverse population working, living, visiting and enjoying an urban environment characterized by a sensitive blending of carefully preserved older structures, high quality new construction, architectural gems and engaging public spaces – all working together and integrated with the surrounding neighborhood, parks and the transportation system to create a unique and sustainable environment for the community, the region, and beyond.



# Ensuring the Vision

Key 3: Ensure a Quality Urban Environment

Key 4: Maintain Strong Neighborhoods and Districts

Key 5: Enhance Livability

Key 9: Become a Model of Sustainability

## Planning for the Future — Nine Keys

This plan articulates nine keys for ensuring the vision (see below) for the future of Downtown is achieved. Each key contains numerous objectives and recommendations that, when taken together, provide a comprehensive and strategic framework for the next twenty years. The framework includes bold long-term projects that can have highly visible and profound impacts on the Downtown of the future. It also includes smaller, less glamorous to implement, but which cumulatively can also have profound positive impacts. Each key is briefly described below along with highlights of some of the most notable recommendations.

Nolen Drive corridor that will greatly improve its appearance, provide a variety of recreational opportunities, and reconnect it into the fabric of Downtown. This plan also greatly increases public access to Lake Mendota by forwarding a concept for a lakefront pedestrian/bicycle path that will ultimately connect James Madison Park with the UW Memorial Union and Picnic Point.

years. This represents approximately 2 billion to 2 ½ billion dollars in new investment. Much of the anticipated development is in areas recommended for change over time with significantly increased density and a more engaging mix of uses.



### ■ Key 3: Ensure a Quality Urban Environment

Preserving Downtown's unique identity and building on the qualities that make it special is critical in continuing to attract new jobs, residents, and visitors. This plan seeks to enhance these qualities and makes recommendations on preserving important views, setting expectations for integrating new development, enhancing the design of streets and public ways, and other elements.

### ■ Key 2: Strengthen the Region's Economic Engine

Attracting and retaining large and small employers, providing a thriving retail and service environment, and supporting activities that attract visitors and tourists are important components of Downtown's continued role as the region's economic center. This includes accommodating new growth opportunities within Downtown. This plan sets the stage for a significant amount of new development, conservatively accommodating well over 4,000 to 5,000 new dwelling units and 4 to 5 million square feet of new commercial development over the next twenty

### ■ Key 1: Celebrate the Lakes

The number one priority during the planning process was to embrace the lakes and to make them more integral to Downtown. This plan lays out exciting concepts for reconnecting Downtown with its lakes. It proposes changes to the Lake Monona/John



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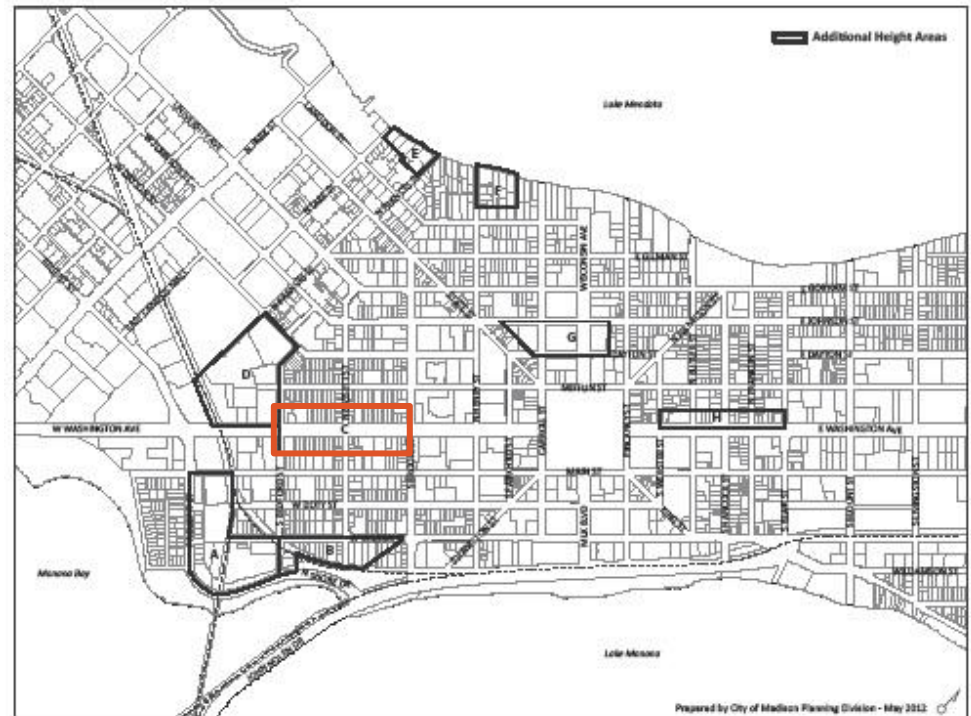
### ■ Key 4: Maintain Strong Neighborhoods and Districts

This plan seeks to enhance the variety of special neighborhoods, districts, and smaller nodes that, although



# Fit with Downtown Plan

- **Recommendation 85:** Maintain and enhance West Washington as a “grand boulevard” with wide terraces, large canopy trees, consistent building setbacks, and special lighting, signage, and streetscape improvements.
- **Recommendation 86:** Restrict vehicle pull outs, wide driveways and street facing garages or parking areas.



**Areas where Additional Height is Allowed**

# Fit within Downtown Concept



WEST WASHINGTON DOWNTOWN CONCEPT



WEST WASHINGTON DOWNTOWN CONCEPT - PROPOSED

Page 50, Downtown Plan

Proposed development inserted

# Housing Trends

- “There’s a market for small, simple housing for young singles.”
- Millennials’ incomes are modest, they are delaying marriage, and they are rejecting suburbia.
- Millennials seek locations with a rich array of choices, and strong transit and biking infrastructure.
- “Our codes assume that everyone owns a car, but many urban young people have no car at all.”

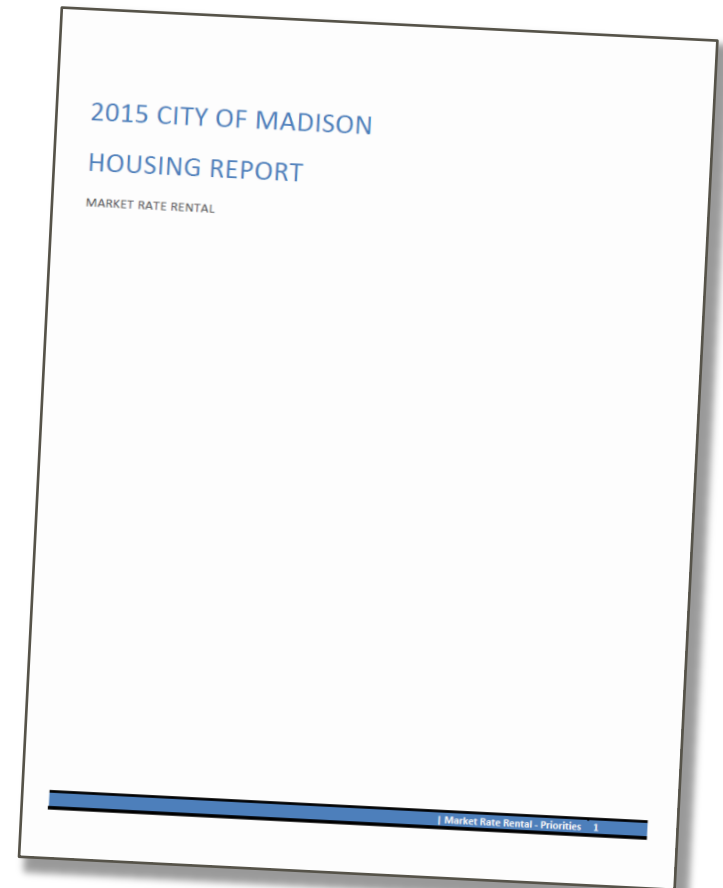


Source: Planning Magazine, Nov. 2011

# Meeting Housing Demand

According to the City of Madison 2015 Housing Report:

- Madison's multifamily vacancy rate is hovering at **2-3%**.
- Madison must build over **1,000** rental units per year to keep up with demand.
- Madison should create a "Development Zone Initiative" to encourage rental locations that are **properly zoned, close to transportation and near amenities like grocery stores.**





# Meeting Housing Demand

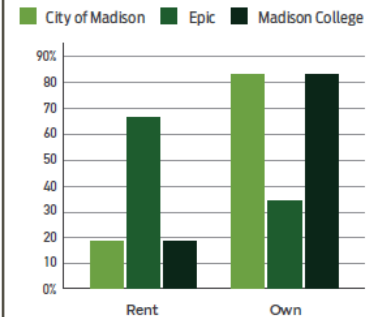
The growth in Madison's rental market is primarily driven by:

1. A growing population and (larger) increase in the household growth rate
2. The growth of young households, who traditionally rent at much higher rates
3. A return to historic (lower) rates of homeownership (after the boom)
4. A shift in preference towards rental at all income levels (especially high incomes)

## Renting up, owning down

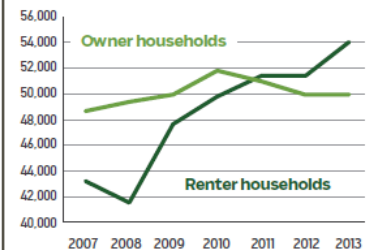
The number of renter households overtook owner households in 2012, with the gap only widening in 2013. Epic employees are much more likely to rent than own, especially compared with City of Madison and Madison College employees.

### Percentage of households rent vs. own, 2014



SOURCE: City of Madison Housing Survey

### Number of households by rent vs. own, 2007-13

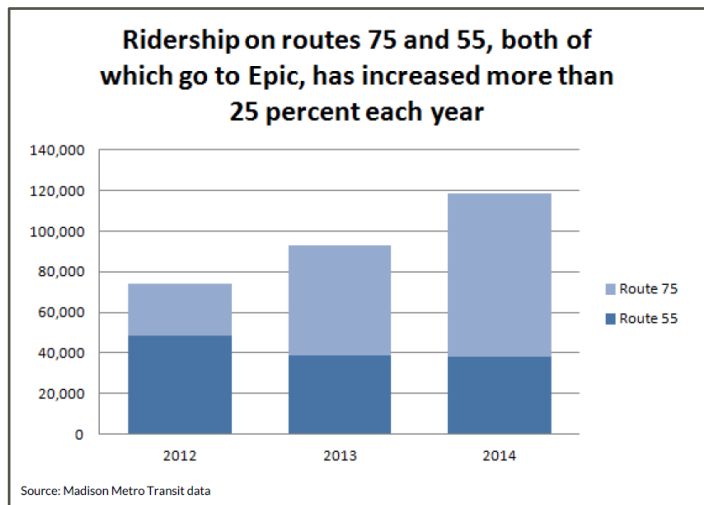


SOURCE: 3-year American Community Survey

Source: Cap Times, 2015

# Transit-Oriented Development

- The property is located on three Metro routes and one of two Epic bus routes.
  - Approximately 65% of Epic employees are renters.
- Car ownership rates are at historic lows nationwide.



EDITOR'S PICK

## Shuffling Madison Metro buses could add capacity to Epic Systems routes

BRYNA GODAR | The Capital Times | bgodar@madison.com Dec 7, 2015



Bryna Godar

Passengers board the route 75 bus, which goes to Epic Systems in Verona. The growing company has placed a high demand on M and from the campus.

Epic Bus Picking up in Front of Site

# ELEVATIONS

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SOUTH ELEVATION

FACADE MATERIAL  
LEGEND:



STONE MASONRY  
OR BRICK MASONRY;  
LIMESTONE COLOR FAMILY



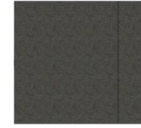
HIGH DENSITY FIBER  
CEMENT PANEL; COLOR 1



HIGH DENSITY FIBER  
CEMENT PANEL; COLORS 2  
AND 3 (BLEND)



COLORING GLASS  
BALCONY PANELS OR  
POWDERCOATED PERF  
METAL



COMPOSITE METAL  
PANEL



STAINED CEDAR PLANK



**UP Madison**  
400 W Washington Avenue  
Madison, WI 53703

**INTERSECTION OF  
WASHINGTON AND BROOM**

Urban Assets Consulting | 116 North Carroll Street, Suite 530, Madison WI, 53703 | T.608.819.6566 | www.UrbanAssetsConsulting.com





South  
Elevation

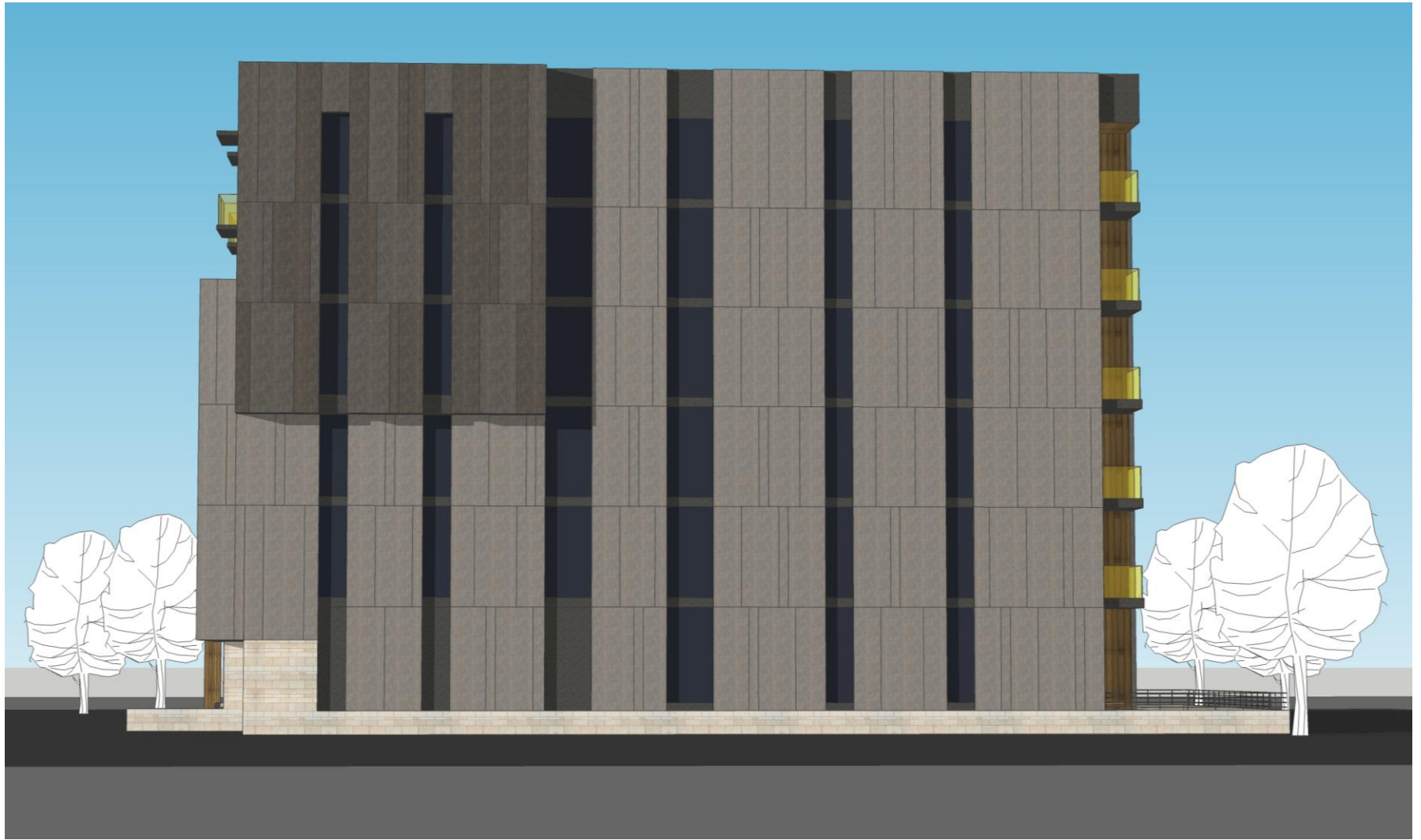


Southwest  
Corner





West  
Elevation



North  
Elevation



East  
Elevation



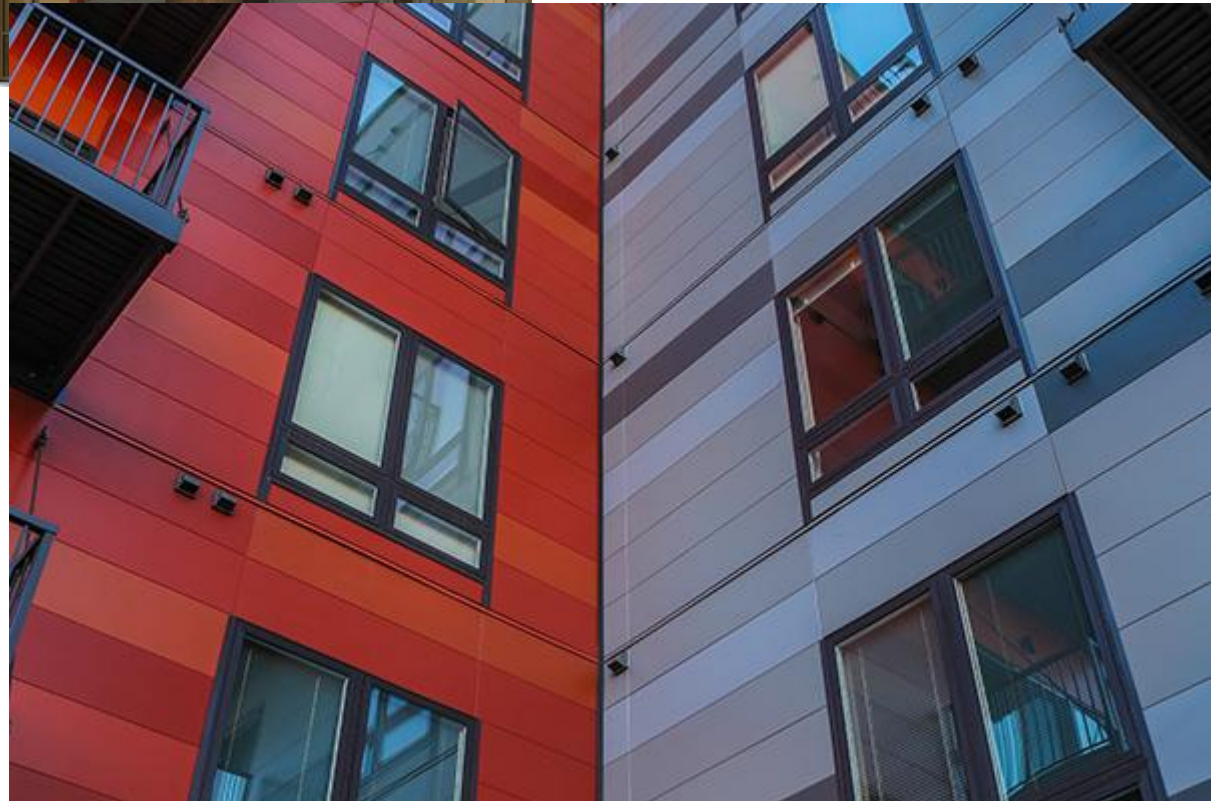
W. Washington  
and Broom

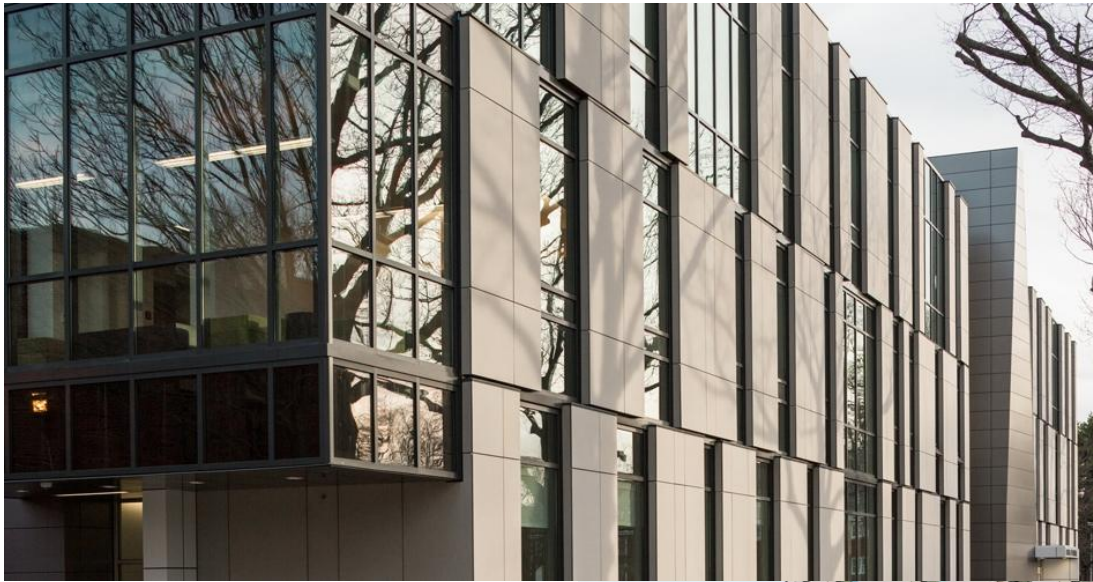


# High Density Composite Panel Examples



# High Density Composite Panel Examples



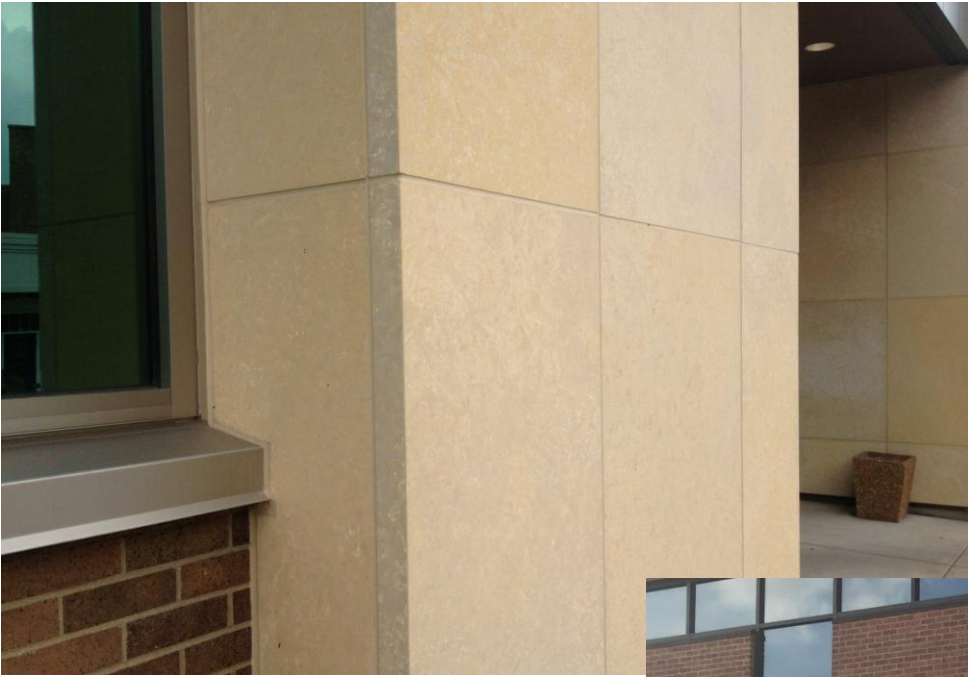


## High Density Composite Panel Examples





# LIMESTONE EXAMPLES



# FLOOR PLANS

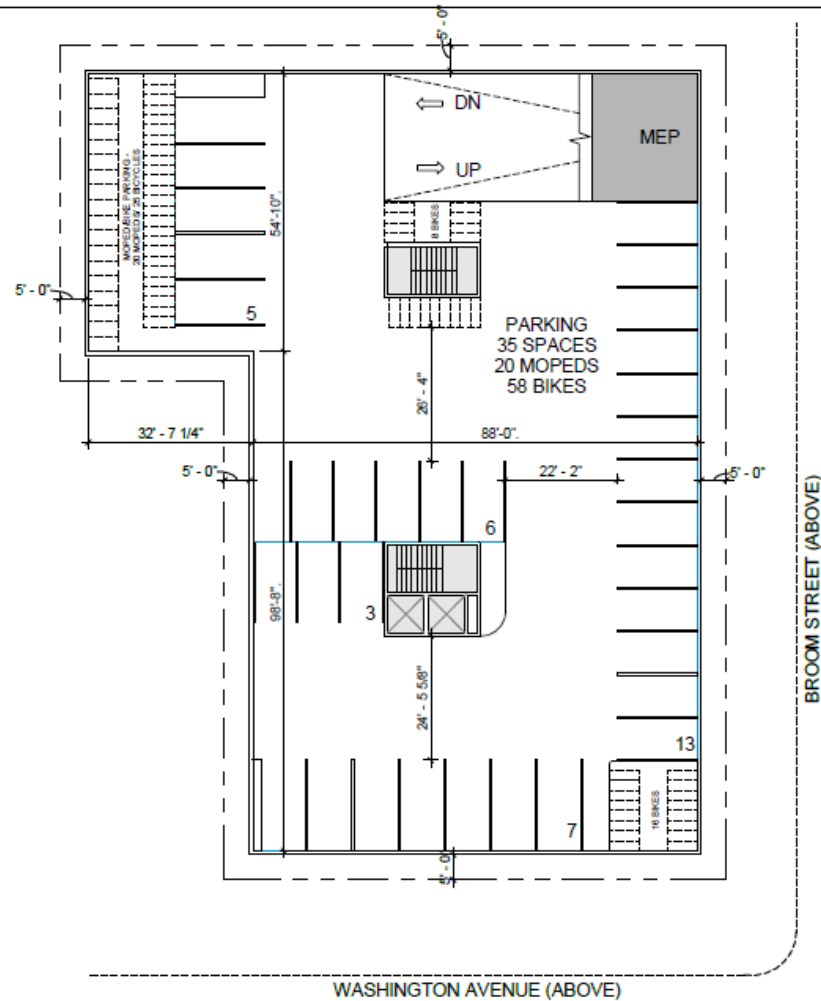
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# Unit Mix

- 85 Units
  - Studios: 59
  - 2-bedrooms: 15
  - 3-bedrooms: 11
- Parking
  - 35 underground parking stalls
  - 20 moped stalls
  - 83 bike stalls
- Common areas
  - Lobby & lounge
  - Amenity & fitness area
  - Rooftop terrace on 5<sup>th</sup> floor

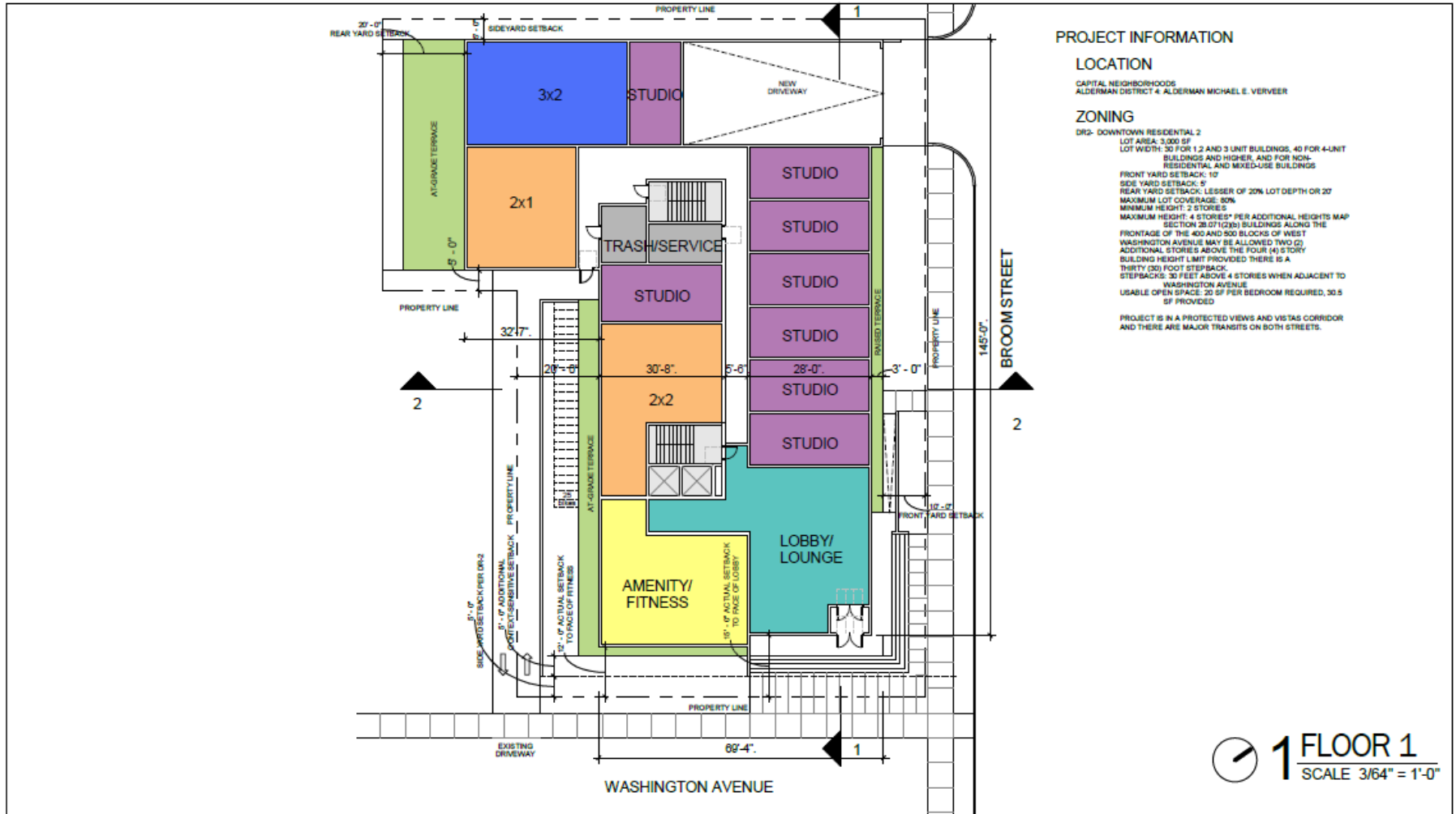


# Parking



**1** PARKING LL1  
SCALE 3/64" = 1'-0"

# Floor 1

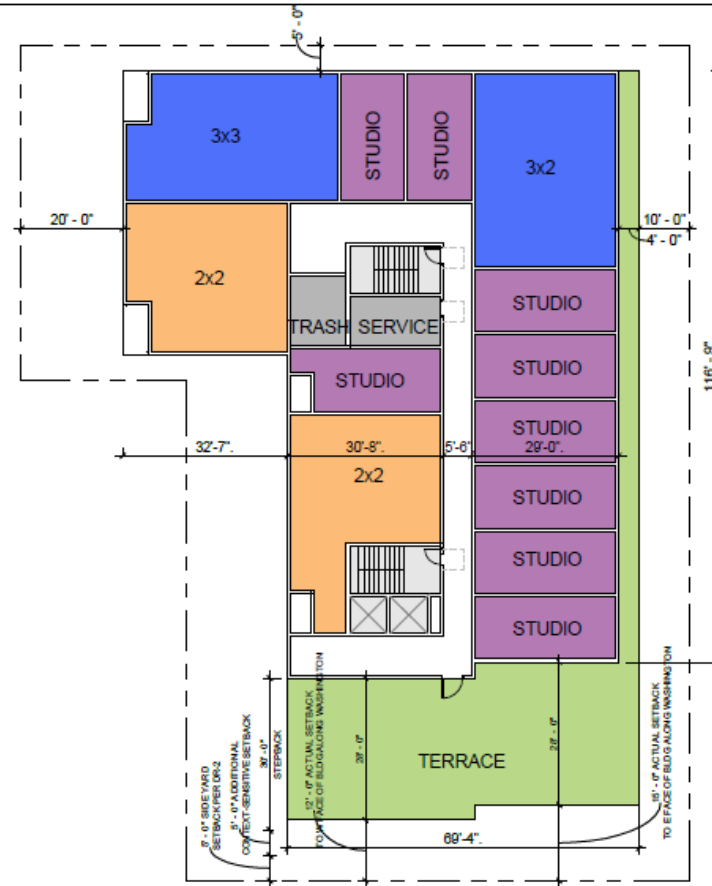


# Floors 2-4



1 FLOORS 2-4  
SCALE 3/64" = 1'-0"

# Floor 5



**1 FLOOR 5**  
SCALE 3/64" = 1'-0"

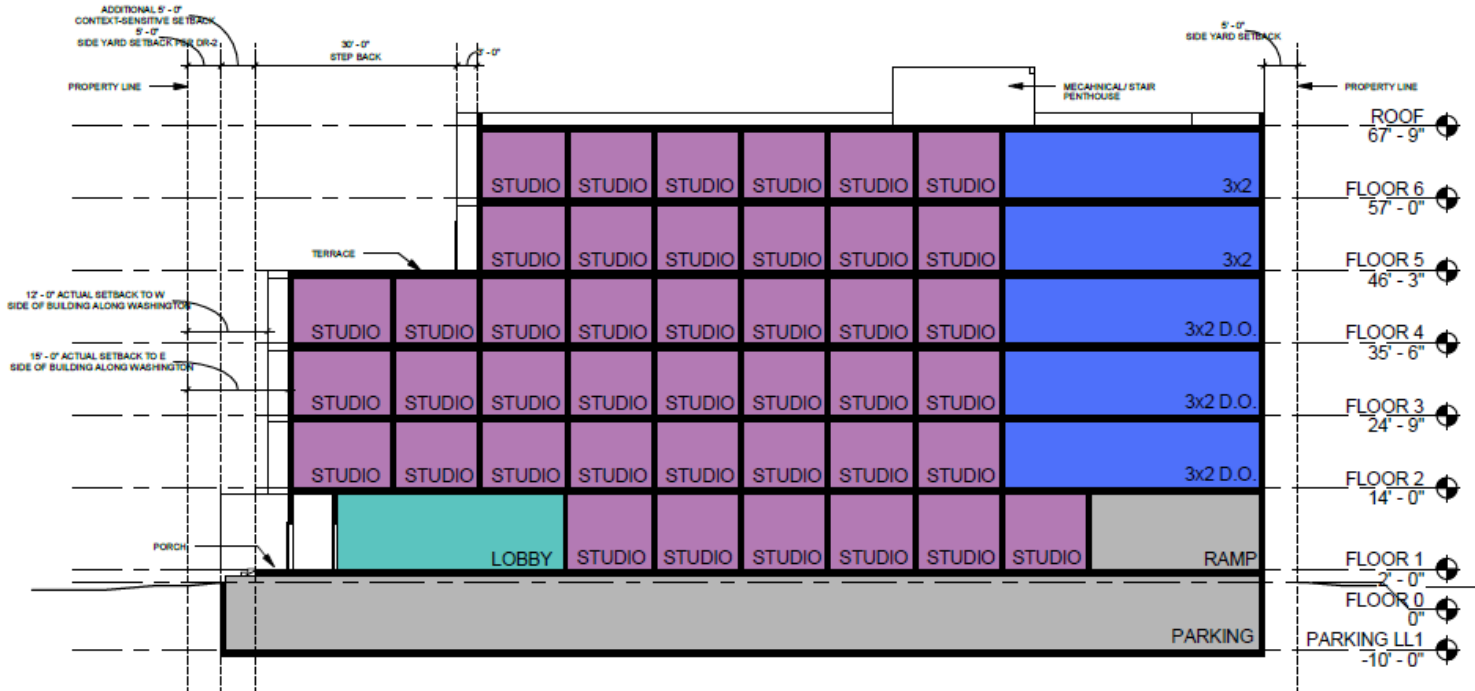
# Floor 6



 **1 FLOOR 6**  
SCALE 3/64" = 1'-0"

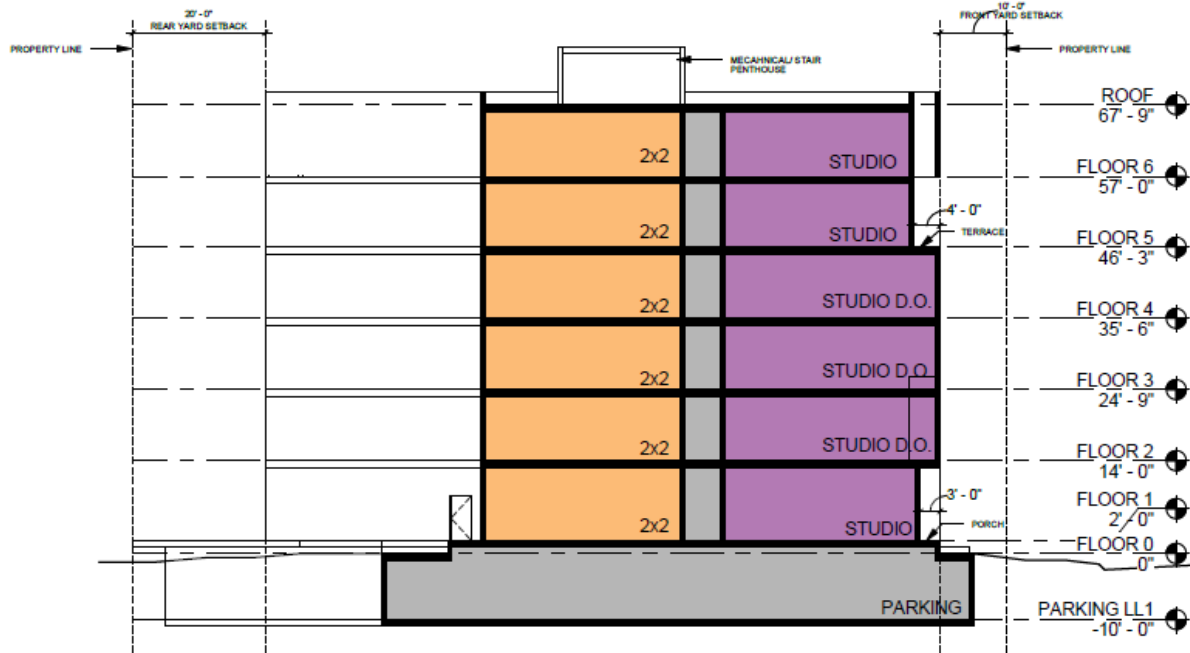


# Section Through Broom Street



**1** Section Through Broom Street  
SCALE 1/16" = 1'-0"

# Section Through West Wash



**2** Section Through Washington Street  
SCALE 1/16" = 1'-0"

# LANDSCAPING

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# Planting Palette



ECHINACEA AGASTACHE



FEATHER REED GRASS - SWITCH GRASS - WILD INDIGO - SEDUM



LIATRIS



HELIOPSIS - ECHINACEA



HELIOPSIS - LIATRIS



MIXED NATIVE PERENNIALS - MUSCLEWOOD TREE



NEPETA - ECHINACEA - SALVIA



SALVIA - SESLERIA

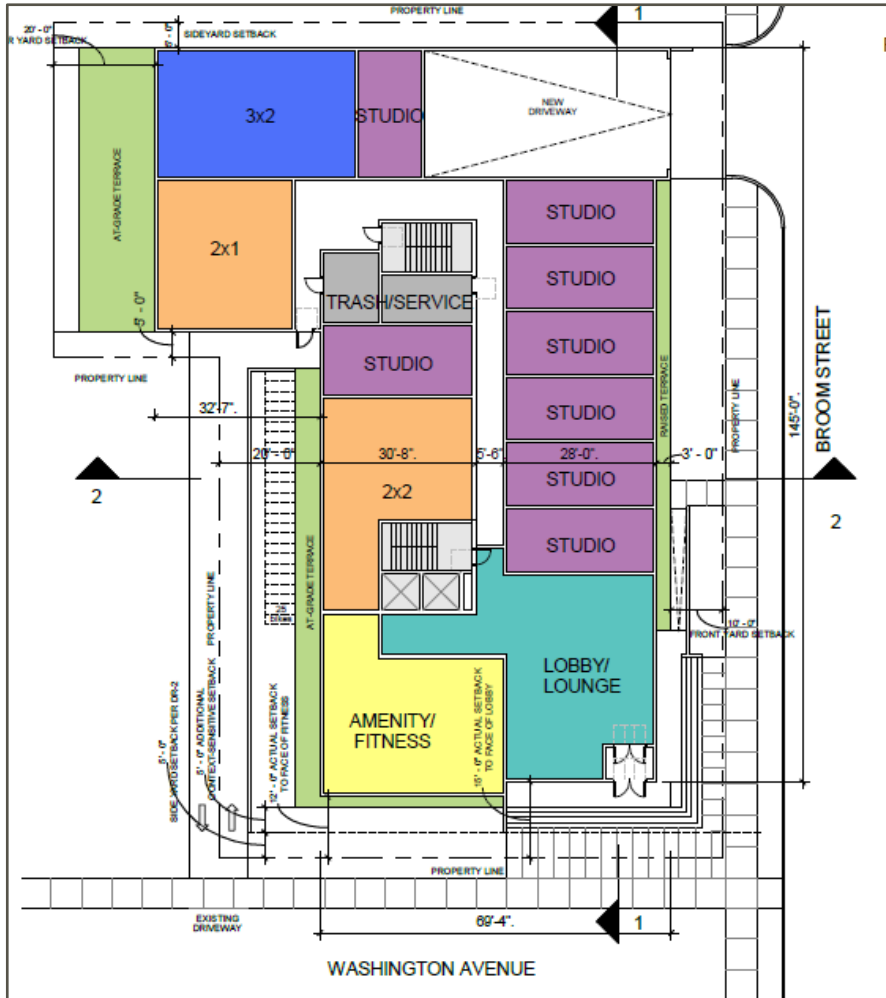


SWITCHGRASS



MIXED NATIVE PERENNIALS

# First Floor

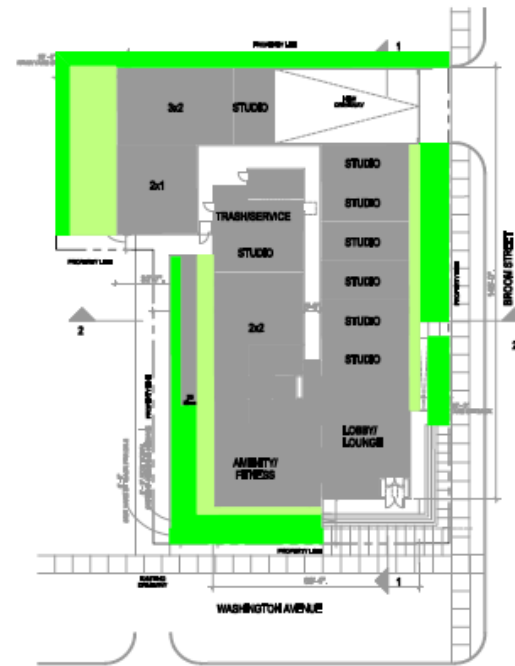
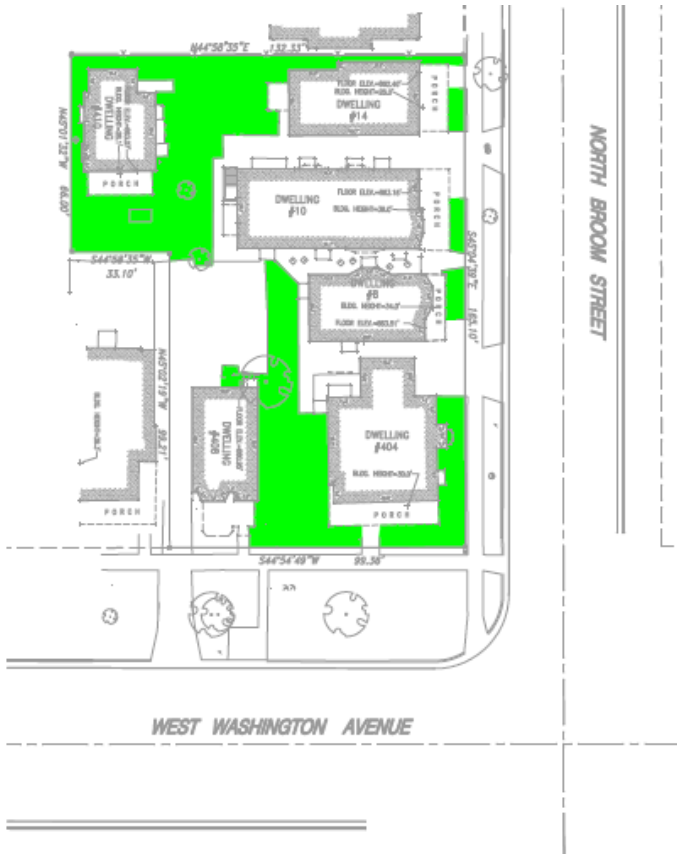


# Fifth Floor



# Open Space Comparison

\*Note: Preliminary analysis indicates the following; subject to change with further design review and revision.



**First Floor Proposed**  
 Landscaped = 2,700 SF  
 Terrace = 1,624 SF

**Fifth Floor Proposed**  
 Terrace = 2,415 SF

**Existing**  
 Landscaped: 5,606 SF

**Proposed Area Summary**  
 Landscaped = 2,700 SF  
 Terrace = 4,039 SF  
**Total Open Space = 6,739 SF**

# QUESTIONS AND DISCUSSION

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# Fit with Downtown Plan

## West Washington

“Substantial redevelopment with larger, taller buildings is anticipated over time, and long-term preservation of older structures is not a specific recommendation, except in the case of designated landmarks. Selective conservation and rehabilitation of buildings with architectural or historic interest would be compatible with the development concept, however.”





# Front Setback Comparison



Project site (404-408 W. Wash) and adjacent prop. (412 W. Wash)



Back of Sidewalk to Front of Porch:  
 454: 8 ft.  
 450: 8 ft.  
 448 (Keller Bldg): 9.8 ft. (to steps)



Back of Sidewalk to Front of Porch:  
 444-446: 14 ft. (occupiable porch)  
 440-442: 12 ft. (occupiable porch)  
 436-438: 12 ft. (occupiable porch)



Back of Sidewalk to Front of Porch:  
 412 (adjacent to development; occupiable porch): 9.5 ft.  
 408 (to be demolished): 5 ft.  
 404 (to be demolished): 7 ft.

