



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 1910 Roth Street & 1201 Huxley Street

Application Type: Residential Building Complex
UDC is an Advisory Body

Legistar File ID #: [92613](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Nick Storlie, DevCo Preservation, LLC | Melanie Davis, DevCo Preservation, LLC

Project Description: The applicant is proposing the construction of two, 4-story, multi-family residential buildings with surface parking.

Project Schedule:

- The Plan Commission is scheduled to review this proposal on June 1, 2026.

Approval Standards: The UDC is an **advisory body** to the Plan Commission on this request. [Section 33.24\(4\)\(c\)](#), MGO states that:

*“The Urban Design Commission shall review the **exterior design and appearance of all principal buildings or structures and the landscape plans** of all proposed residential building complexes. It shall report its findings and recommendations to the Plan Commission.”*

As noted above, the UDC is an **advisory body** to the Plan Commission on this request. Staff recommend that as an advisory body, the UDC should structure a motion as a recommendation to the Plan Commission with or without specific findings and conditions. For example, such a motion may look like the following:

“The UDC finds that the standards for Residential Building Complexes have been met with the following conditions being met...and recommends that the Plan Commission approve the proposed development.”

Adopted Plan Recommendations: The [City of Madison Comprehensive Plan](#) (2018) recommends the project site for both High Residential (Roth Street parcel) and Medium Residential (Huxley Street parcel) development. As noted in the Comprehensive Plan, future development in Medium Residential areas may consist of larger scale multi-family residential buildings or complexes, but where smaller scale building may be interspersed and where building heights may range from two to five stories. In High Residential areas, buildings are anticipated to be primarily of a larger-scale with heights ranging from four to 12 stories. The proposed development at four stories **appears to be** generally consistent with the adopted plan recommendations.

Zoning Related Information: The project site is proposed to be zoned TR-U2 (Traditional Residential – Urban 2 district) and is located in the Transit Oriented Development Overlay (TOD) zone. New development with the TOD Overlay is subject to the requirements as outlined in [MGO 28.104](#), including those that speak to:

- Maximum principal building setbacks – At least 30% of the primary street facing façade (Huxley Street) shall be setback no more than 20 feet,
- Entrance orientation – Principal building entrances shall be orientated towards the primary abutting street (Huxley Street) and be located within the maximum setback (20 feet),

- Minimum number of stories – A minimum of two stories is required for a minimum of 75% of the building footprint, and
- Site standards for automobile infrastructure.

While as proposed the development **appears to meet** these requirements, staff notes that a complete Zoning analysis will be conducted as part of the Site Plan Review process. Ultimately, the Zoning Administrator will determine compliance with all applicable Zoning requirements.

Summary of Design Considerations

Staff request the UDC's feedback and findings on the development proposal regarding the aforementioned standards as it relates to the design considerations noted below.

- **Street-Level Activation.** The project site is situated at the intersection of Roth Street and Huxley Street, with frontage on both streets. In addition, the site layout reflects grassy yard spaces that provide separation between the buildings and the site's vehicular infrastructure, as well as an internal pedestrian pathway that provides both internal and external connectivity. As such, consideration should be given to maintaining a positive building orientation externally to the street, but also internally along pedestrian pathways. Such considerations include emphasizing the design of common building entries so that they are clearly identifiable and incorporating some individual walk-up unit entries that are connected to pedestrian pathways, both internal and external.

Staff requests the Commission's feedback and findings on the overall street-level activation.

- **Building Design and Composition.** The proposed buildings are both over 300 feet in length along the street-facing elevations. As such consideration should be given to the overall building design and composition as it relates to breaking down the perceived building length. Such considerations may include, for example, locating prominent architectural features at building ends and/or site corners, incorporating variation in the height of the roofline, maintaining a consistent finish at the top of the building, or incorporating other design techniques that would further break up the building length.

Staff request the UDC's feedback and findings on the overall building design and composition.

- **Materials.** As noted on the elevations, the exterior materials are comprised of fiber cement panels in multiple colors and patterns, as well as stone veneer and CMU base course. Staff request the UDC's findings and feedback on the proposed material palette, giving consideration to the material transitions and associated details, which were not discernable in the submittal materials.

In addition, consideration should also be given to whether simplifying the building's base course materials would result in a more cohesive design.

- **Architectural/HVAC Louvers.** Architectural or HVAC louvers appear to be shown on the elevation drawings, however, they are not clearly labeled or detailed. It has been the current practice to locate wall packs and their associated louvers so that they are not located on street-facing or on highly visible facades, although they have been approved in some situations when found to be well-integrated into the façade's design. Staff request the UDC's feedback and findings on the design and finish detailing of any architectural or HVAC louvers.

- **Landscape and Screening.** As indicated on the elevation drawings, there are longer building elevations that will have visibility from the street and adjacent properties. As such, consideration should be given to using landscape to help break down the building and lot length and increase visual interest at the pedestrian level. In addition, the project site is served by a surface parking lot, while located behind the buildings, the parking area will still have visibility from the street, as well as adjacent properties. Consideration should be given to providing effective year-round screening of the parking area and vehicle drives, as well as creating adequate transitions/buffers.

Staff request the UDC's feedback and findings on the proposed landscape plan and plant list.

Staff note that specific details related to several landscape elements, including the fencing, playground, and retaining walls were not included in the submittal materials.

- **Signage.** Staff note, and the applicant is advised, that while a monument sign location is noted on the site plan, signage is not a part of this review, nor subsequent approvals. A separate review and approval are required for all new signage. The applicant is encouraged to work with Zoning staff to confirm [Sign Code](#) requirements for the project site.