

**From:** [CANA Madison](#)  
**To:** [Urban Design Comments](#)  
**Cc:** [Austin Pagnotta](#); [Brian Munson](#); [Tim Kamps](#); [Vaughn@cityofmadison.com](#); [Verveer, Michael](#); [etsarovsky](#); [Firchow, Kevin](#)  
**Subject:** 5.31.23 UDC Item #5 Johnson & Bassett Student Housing Project - Steering Committee Report  
**Date:** Tuesday, May 30, 2023 8:21:59 PM  
**Attachments:** [5.30.2023 UDC Letter from the Neighborhood Steering Committee.pdf](#)

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Hello everyone,

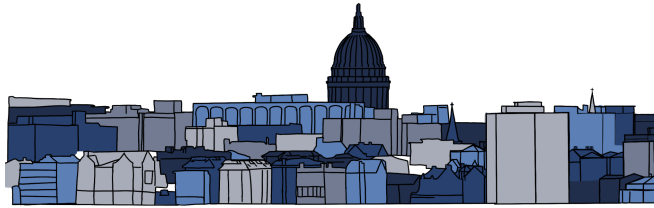
This email includes a pdf submission of the 5/30/23 Johnson & Bassett Street Steering Committee Report to the UDC for the UDC meeting tomorrow night.

Please let us know of any comments, concerns, or any other actions we should take to ensure that this report is elevated!

Best,

**Cleo Y Le** (*they/she*)

[Campus Area Neighborhood Association](#) | Vice President



CAMPUS AREA NEIGHBORHOOD ASSOCIATION

## **Johnson & Bassett Project Steering Committee**

### ***Letter to the Urban Design Commission***

May 30, 2023

To the Urban Design Commission & others whom the Johnson & Bassett Project concerns:

For the Johnson & Bassett Project, CANA (Campus Area Neighborhood Association) and CNI (Capitol Neighborhoods, Inc.) were first alerted of the development proposal in November 2022, when they were undergoing their pre-application process for submission. An initial neighborhood meeting was planned for February 2023, but the plans fell through with the ensuing election activity for February primaries and the April 4th general election. The development team provided materials and updates from UDC informational hearings they participated in throughout March. The development team officially filed their application March 27th, 2023. The development team presented the project at the Miffland Neighborhood Association of CNI meeting on April 5th. We were able to meet the development team and go over the development proposal via Zoom on April 13th, 2023. At this meeting, the team introduced us to the development with their UDC (Urban Design Commission) graphic package from the previous night's UDC meeting where they were granted approval. For the Neighborhood "Postcard" Meeting on April 27th, the development team utilized their UDC (Urban Design Commission) Presentation and were able to answer supplemental questions asked by the public. Hence, this is the first letter we could send to the UDC with considerations from the Steering Committee and input from other community stakeholders. We have had repeated positive engagement with CORE and have done extensive in person outreach, with over 80 people as of May 30th responding to our community survey. These people were engaged through social media, in person door knocking, and the postcard meeting. Through this neighborhood process, we have condensed the following comments and recommendations:

#### **Sustainability**

- We have suggested a number of sustainability features to the project that the developers have not rejected but seem hesitant about
  - Most advantageous for them to add is the White roof painting with UV reflective paint to assist with reducing with associated HVAC use and costs, reduce the heat island of the building

#### **Affordability**

- We suggested that an affordability component be added but the developers have rejected
- We want the profit that they will get from EV chargers to be put forward to subsidize 3 - 5 apartments for "disadvantaged" students

- Responses from our community survey were overwhelmingly concerned with the market rate prices proposed for this development. Comments that concern the UDC include:
  - “I believe that concerns should be raised about the prospective costs of this apartment. Madison does not need more luxury apartments; there are many near campus such as The James, The Hub, Ovation 309, The Waterfront, and many more. Further, there is also a multitude of luxury housing a bit further from campus such as close to the capitol. However, Madison is experiencing a housing crisis. The answer to this is not creating new housing and overcharging for units, with prices exceeding rates that most students cannot support based on their own incomes. Rather, space should only be allocated to builders and companies who are willing to offer housing for lower rates.”
  - “Everything listed in the amenities reinforces the fact that these will be luxury apartments built on a college campus. As these apartments will be marketed to students because of their location, many of these amenities are completely unnecessary and seem to be only a way to justify charging insanely overpriced rent.”
- A rooftop pool does not necessary, but people liked added greenspaces would like the space to add to biodiversity, which to our understanding the plan is to have mixed plants and grasses.

### **Townhouses**

- We were disappointed that the townhouses were removed from the design of the building as it added a variety of units to the project.

### **Main Entrance & Garage Door on Dayton Street**

- We do not have strong opinions and have not received any comments on either of these entryways
- For the main entrance, we would suggest that they incorporate a brighter color to distinguish the entry and add additional contrast, such as a terracotta color or bringing down the wooden panels for the entrance, the name panel of the building on top of the entrance
- Unify the expression by painting the white fencing to match the entrance
- and change the color of the silver panels with a color less muted such as red to make the building more exciting

### **W Dayton Street Tower Mural**

- We want the mural to be added and would the community to be engaged for its approval

### **Additional Community Member Comments**

- We like the bus stop.

### **Overall**

In order for this project to be approved, we would like to see the developer incorporate staff and community recommendations.