

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** March 30, 2022

TITLE: 802-826 Regent Street and 9 N Park Street;  
8th Ald. Dist. - Demolition of Existing  
Structures and Construction of a 10-story  
Residential Building in Urban Mixed-Use  
(UMX) Zoning. (70450)      **REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

AUTHOR: Jessica Vaughn, Secretary      **ADOPTED:**      **POF:**

DATED: March 30, 2022      **ID NUMBER:**

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Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Jessica Klehr, Tom DeChant, Rafeeq Asad, Christian Albouras and Christian Harper.

**SUMMARY:**

At its meeting of March 30, 2022, the Urban Design Commission received an **INFORMATIONAL PRESENTATION** for development of a new 10-story residential building located at 802-826 Regent Street and 9 N Park Street. Registered and speaking in support were Alan Barker and Nicholas Moen, both representing Lamar Johnson Collaborative; and Alison Mills, representing CRG Acquisition, LLC.

Mills introduced the project at the corner of Park and Regent Streets, noting the architecture and high quality materials introduce vertical breaks, additional rhythm to the massing, and differentiate the west and east ends of the building while bringing activity to this corner. The residential lobby a bit off center to break up the mass of the building as a whole. To give character to the building ends, the Park Street corner will include a commercial space (café, local business), with parking access on the north side of building, along with trash pick-up and loading/unloading, with the intent to separate the pedestrian realm on Regent Street from the parking and loading. Expecting that pedestrians will use the thoroughfare between University and the Regent Street pedestrian path, there is an overhang to provide protection from weather and an opportunity for an outdoor room with casual furniture. Vehicles will enter from Park Street as a one-way and exit on East Campus Mall, right turn out only. Drop-off (Uber, food delivery, loading and unloading) all happens along this path behind the building. They are proposing 15-feet from curb to face of building with a landscape buffer and a wider sidewalk than what exists today, while also setting the building back farther than the existing building.

The Commission discussed the following:

- I like the massing, very successful. Like the inset balconies, some of the tectonic push and pull. The metal panel coming down throws me off with the brick, the way two different colors work together. I don't know that that second, third and fourth floor piece wants to be black. Something is off with the brick. The rest of it is very successful. I like some of those wood grain details, the glazing on the ends and the outdoor rooms, the way you did the canopy. Overall it's good we just need to look at how the dark brick interacts/flows in/connects to the orange brick.

- I like the yin and yang of this building. The massing, I totally get how you did the carving and stepping; maybe it needs a little bit more following the yin and yang in the area where it comes down at the entrance. It may be more successful if you were to leave that as a slot or gap in the lighter brick but I think you're doing this overlapping of brick, maybe just leave that as a horizontal overlay. Try to keep all of the fenestrations more regular. Simplify the fenestrations and try to make them more regular, and get rid of that middle coming down. As a pedestrian or even in a vehicle you won't read that. Everything above that isn't going to help queue this as the entrance. I do like the way they slip past each other.
- Pay particular attention to how pedestrians will use that alley safely and how it will be lit. It will be highly used, even for pedestrians, it should be safe not just for vehicles, but also lighting levels.
- Safety in that alleyway. How close is this with the apartments facing parking? Looking into a parking garage, will there be competition of headlights facing these residential windows.
  - We should look at that more closely, good comment.
  - We can definitely look at that. The apartments are on average 35-feet away from that building.
- The way the base is handled here, the ledge before the glazing is a really nice touch. Gives it enough detail to make walking past there a little more interesting, I really appreciate that detail. With so much brick I struggle with the type of windows shown. The way you're treating the brick so far is pretty flat, that clean style window with just a nice clean trim is competing with the scale and detail of what a brick can do. Consider metal panel instead of brick, or maybe the windows...it's just competing. The brick façades you shared have much more detail, will you have more detail on your brick?
  - We definitely plan to add more detail specifically at the base. We did intentionally keep the windows simple so the windows and massing could speak for itself and wasn't too busy. As we develop this we'll continue to add more fenestration and detail and balance with business and simplicity.
- The view looking northeast along Regent Street, how that brick ends when it is cantilevered over the entry space below. The detail along the base of the building is so nice and then that overhang, for brick particularly at that corner seems contradictory to what brick is. Maybe a detail that shows a lintel or something similar to how you cap that bottom piece, it makes the brick look paper thin when the massing is not paper thin.
- I really appreciate the setback along Regent Street compared to where we are today. Commend the quality of materials, the cohesive organization and the restraint in color. We're really looking at a subtle difference in textures, it's really nice. Hope you take some of those images and details and apply them to the openings, corners, material transitions, that's what's going to make this building be appreciated as we drive and walk by it time and time again. The more I look at it the more I really like it, I would hesitate to add lintels and other things. Running bond brick does not indicate it's a load bearing material, it's a skin. I hope you use your details in a way that does not add fussiness but just brings to life the long façade. Nice project in a number of ways.
- I really like the 15-foot setback on Regent Street. The two corner treatments, opening those up, creating an overhang makes those so much more inviting. Always a fan of inboard balconies. Like the break of rhythm between the punched windows and two-story vertical band. Still struggling with the amount of dark brick, I go back to the James building and the ominousness of big dark buildings. It makes the building somewhat heavy, I would suggest showing us what your studies look like with other colored bricks or materials that might lighten some of that very dark expanse.
- You mentioned dark glazing, why?
  - It's as clear as we can get it, but during the day glazing shows as dark. That's going to work well in our opinion with the dark metal panel on the upper story.
- This east view really grabbed me. I too thought this was too much dark brick, but this treatment at the end with that square cut-out, the wood or faux wood material makes all the difference in the world. I find those insets totally lightens it up. You have to be judicious about the use of that but it totally works on this end of the building. Possibly some modest element of that could be utilized on the second tier of

floors 5, 6, 7 and 8 to take away the ominous monolithic effect from that much black massing in one place. Handsome building overall, love the street level treatment with the planters, encourage your landscape architects to avail themselves of the increasing nice variety of columnar trees to use in those planters that will get nice height. The entrance on Regent Street, I guarantee where you have that entry with the canopy that people will be stopping there to do pick-up and drop-off and causing traffic havoc.

- There was a letter sent to the Commission that had some wise things to say about the nature of these types of developments, the University's population keeps growing but they're not necessarily building the housing to accommodate all these students. Higher density projects like this for people who don't want to rely on cars and want to walk to the University or the Hospital, good points that are well-taken.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.