

From: [Bennett, Juliana](#)
To: [Doug Tichenor](#)
Cc: [Cleveland, Julie](#); [Verveer, Michael](#); canamadison@gmail.com
Subject: Re: Neighborhood Meeting: Proposed Student Housing Development
Date: Thursday, September 7, 2023 9:34:25 AM

Hi Doug,

I completed a more thorough review of the UDC plans for the Johnson and Broom development. Below are my comments about areas that I think should be given more attention before the next presentation. It is ok to submit these comments to public record, Julie.

Building Design and Composition:

As we know, this development rests in a prominent downtown location. It's impact will be felt by thousands of downtown users daily. As such, I view the design as paramount to the overall success of the development.

- Building 2 - love the design. It conveys luxury and style. No notes on this building. The unfortunate part about building 2 is that it is wedged between two other buildings that do not meet an exceptional level like this building.
- Building 1 - I understand that this is supposed to be the townhome style buildings. However, I share UDC's comment that they do not look or feel like a townhome. I believe that it would be prudent to utilize color and setbacks to improve this dilemma. For example, the darker pallet could be extended across the building to two stories for the entirety of the building. The lighter tan could be set back for the darker buildings to convey a stronger sense of distinction between the townhomes. Also, a wider range of color could be used to break up the massing of this building. When I see this building 20 years down the road, I can see issues with the currently monolithic tan color not carrying the same appeal. I'd encourage the development team to look towards how the Equinox used a mixture of lighter and darker tones, alongside large panel windows and balconies to break up the space. Frankly, I thought the previous design with the rectangular blocking was more appealing and taking that design and adding the new color pallet would look better than the latest design.
- Building 3 - This Building is in serious need of using color, setbacks, etc. to break up the massing. The Ovation and Domain are both strong examples of what this would look like. These buildings used a variety of color and design to break up the massive building to be both cohesive and vibrant with the surrounding area. The current design of Building 3 as a massive 14-story monotone building simply does not meet the marks for this development.
- Building 4 - This building have a better design that Buildings 1 and 3. I especially appreciate the use of balconies and separation from the top of the building. I believe that using balconies space to break up the massing would be helpful. I believe this building also has a strong opportunity for the sue of public art given it's front facing view as a corner building.

Overall for the building design, I encourage the development team to take each building apart and ask if this design would be acceptable as a stand alone building. If we had four different developers proposing each building, I believe Buildings 2 and possibly 4 would be satisfactory, but Building 1 and 3 need work to meet an acceptable standard.

Resident and Pedestrian Safety:

I appreciate the use of multiple entrances to provide residents a pathway to enter the building from different sides. I am however concerned about the space between Building 3 and 4. From the perspective of a pedestrian, I am concerned about the use of this space at night time. I just imagine a bunch of drunk kids walking home and not looking out for cars, especially if they are speeding. I also imagine a young woman walking alone at night between a dark building. Or I could imagine issues of drug dealing, homelessness, etc building that area. I hope the development team is mindful of safety issues that may arise in such a pathway. I wonder if traffic engineering or MPD would have any suggestions on how to mitigate safety issues in this corridor. From my view, I believe that lighting and architectural design aspects could be used.

These are some of my overall thoughts before the meeting today. Looking forward to seeing you!

Juliana Bennett

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