

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** March 20, 2013

**TITLE:** 415 West Johnson Street, 226 North Broom Street, 424 West Dayton Street – Rezone from DR-2 to UMX District (New Zoning Code) for the Redevelopment of Three Existing Properties into a Residential Project of Approximately 317 Units. 4<sup>th</sup> Ald. Dist. (28620)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** March 20, 2013

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Marsha Rummel, John Harrington, Richard Slayton, Cliff Goodhart and Tom DeChant.

**SUMMARY:**

At its meeting of March 20, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a rezoning from DR-2 to UMX District for the redevelopment of three existing properties into a residential project located at 415 West Johnson Street, 226 North Broom Street and 424 West Dayton Street. Appearing on behalf of the project were Eric Lawson, representing Easton Square; Brad Fregien, representing Olson Toon Landscaping, Inc.; and Ron Locast. Lawson distributed a new site plan and discussed the Plan Commission and Common Council reviews of the project. Lawson noted that signage would return for formal consideration when finalized. Conditions of their approval include removal of the utility poles on Dayton Street, install pedestrian light poles along Dayton Street, a right-of-way easement along the property line along Johnson Street and to widen the sidewalk in the future; the Johnson Street easement is to preserve greenspace. They will work with City Forestry to save as many trees as possible. In response to the Urban Design Commission’s previous review of the property changes include removal of the planters on the west end which allows for additional planting materials at the corner of the building; some planters have been pushed back to maintain about 6-feet between the planters and the sidewalk; panel colors have been modified along the Dayton Street façade with a darker gray panel; terra cotta metal panels on Johnson Street are still proposed with different brick color above (material samples were distributed); planters on Johnson Street have been removed and replaced with a 5-foot greenspace area; overhangs have been removed; terra cotta panel has been introduced in the courtyard area to add more color. The plant material list/landscape plan has been updated. No lighting will be installed on the balconies; lighting will be installed underneath the canopies and at the entrances with attention focused on Johnson Street and Broom Street. It was suggested that more trees be added to the greenspace areas.

**ACTION:**

On a motion by DeChant, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion noted address of the following:

- Check column spacing beneath center court to allow for trees; for example American Hophornbeam.
- Serviceberry by pool, too fine of texture; use plant with more structure, for example Magnolia x soulangiana.
- Think about scoring of the sidewalk within the three-foot easement versus the sidewalk in the public right-of-way.
- Consider one brick color along the Johnson Street elevation.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 7, 7 and 7.5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 415 W. Johnson, 226 N. Broom, 424 W. Dayton Sts.**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	7.5
	-	6-7	6	6	-	-	-	-
	7	6	7	7	-	7	8	7
	6	7	6	-	-	6	7	6
	6	7	6	5	-	7	7	7

General Comments:

- Nice improvements in design, better project now.
- Much improved colors.
- Nice building.