

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 28, 2017

TITLE: 2230 West Broadway – New Four-Story Mixed-Use Building Containing 48 Apartments and 2,800 Square Feet of Commercial Space with Underground Parking in UDD No. 1. 14th Ald. Dist. (47350)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Chris Wells, Acting Secretary

ADOPTED:

POF:

DATED: June 28, 2017

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Tom DeChant, John Harrington, Amanda Hall, Lois Braun-Oddo and Rafeeq Asad.

SUMMARY:

At its meeting of June 28, 2017, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a new four-story mixed-use building containing 48 apartments and 2,800 square-feet of commercial space in UDD No. 1 located at 2230 West Broadway. Appearing on behalf of the project were Melissa Huggins, Jim Glueck and Dave Porterfield, all representing Movin’ Out; and Christopher Jane, representing Mirus Partners, Inc. The revised project is 4-stories, 48-units of affordable housing, 12 of which will be marketed by Movin’ Out for disabled people and veterans, and include 2,800 square-feet of commercial space primarily on the corner. The building will have underground parking with a greenspace buffer to the Antlers Bar. Surface parking will be available for the commercial space and residential guests. Building materials and colors were discussed.

Ald. Carter, District 14 spoke in support of the project. They did have neighborhood meetings regarding this project with people who were opposed and people who weren’t too thrilled about it. The footprint is acceptable but she would like to see a more contemporary design as this will be very prominent at this corner. Multi-family housing stock is aging and this project needs to set the tone for future development in this area. There needs to be improvement in both landscaping and the commercial being separated from the residents.

Comments and questions from the Commission were as follows:

- One of the previous iterations had more strength on the first floor rather than the height emphasis of a four-story building. Neighbors had concerns with height. I would encourage strengthening the first floor commercial to read more strongly horizontally, and I will echo Ald. Carter’s remarks that this needs to look more contemporary in terms of design.
- Your commons are not ADA accessible from Broadway; I would strongly encourage redesigning the site to make your lobby accessible. And your shared driveway easement, 15 feet on either side for just two lanes of traffic is about 10 feet too wide. I would study either not paving your 15-foot easement, or unless you’re expecting people to park on one side of that.

- For clarification, can you define contemporary?
- I'll define that there should be massing broken out such that the entire perimeter is not treated uniformly.
- That's one way, not necessarily the only way.
- Cornice details that are reminiscent of the early 1900s are not contemporary.
- This is not a contemporary design at all, I was particularly bothered by the shift in color and material for that top floor.
 - There is a lot of simple architecture in the neighborhood.
 - They wanted it to look more homey.
- The color palette is very warm, welcoming and homey. I agree a more contemporary look would be good and what specifically struck me about the top floor edging, in a lot of ways it seems to stunt the building. We want it to reach higher and reach up.
- When you have affordable housing developments, they get dumbed down and that's what we're all trying to avoid here. We don't want it to look like a certain person lives here.
- (Ald. Carter) It needs to be richer, stronger and own that corner.
- There are corners to be owned here, and they're not.
- You've got three main materials: Panel, lap and masonry. I don't think this building needs more than two main materials. A lot of really nice buildings only have one.
- I agree and I think that the strong layering is a little random. Even at the parking garage all of the sudden the black stops and there's some other material around the doorway. The base should continue down. As for the roofline, when it's formed by the materials you're going to use it should be as simple as possible. Maybe it needs to be a stronger overhang because it's extremely flat and feels like you're outlining the building. More dimension there.
- I agree with the overhang and roof edge.
- You've got plenty of space for more trees.
- Look at flipping your bike parking and your dumpster enclosures so the bikes don't have to fight the vehicular traffic to park.

ACTION:

On a motion by O'Kroley, seconded by Asad, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0).