



Office of the Common Council
Ald. Sheri Carter, District 14

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August 16, 2017

To: Members of the Urban Design Commission
Al Martin, UDC Secretary and Planner
Tim Parks, Planner
Kevin Firchow, Planner
Chris Wells, Planner

Re: Agenda Item No. 5 – Legislative File #47350 | 2230 West Broadway Development Project, Mirus Partners, Inc. Movin' Out, Inc.

The recommendations set forth from the June 28, 2017 Urban Design Commission members were to simplify color palate and incorporate contemporary design. The revised design submitted for the August 16, 2017 meeting reflects the minimum change in design. The questions to developers regarding affordable housing is – would you live here? The answer is always the “this is affordable housing” not market rate housing, we can only do this much because of the cost.

However, when developers are seeking “buy in” to their project they are more than eager to all in with their design. Unfortunately, the minimum effort in design is what we continue to see with affordable housing. A commissioner stated at the June 28th meeting “design this building as if you were going to live in it.”

As I have previously mention this development was not embraced by the community, and this developer has had several revisions of this housing that has caused mistrust among some neighbors/residents of the Waunona and Bridge Lake Point neighborhoods. The 3 community meetings were done with mixed reaction, support and opposition.

This 1.4 acres parcel is located at the northeastern corner of West Broadway and Fayette Avenue in Urban Design District 1. This location is highly visible for both the Waunona and Bridge Lake Point neighborhoods. The northeastern corner parcel demands a strong, rich and exceptional presence. This development project will determine the quality of future development in this area. Therefore, it is of the utmost importance that we get this one right the first time with design, landscaping, etc. I strongly suggest that the materials used set the standard for future opportunities along West Broadway and within the neighborhood.

The second design draft incorporates very little of the recommendations from the Urban Design Commission. The current pale beige/cream/ color next to the bold red/burgundy brick is visually unbalanced. A better choice may be a robust grey/gray color palate material next to the dark brick. The first-floor color continues to lack strength and is dwarfed by the top floors.

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The current submission continues to embrace the “institutional” design methodology rather than contemporary design. In addition, the landscaping should be robust, without being over bearing or under whelming. In addition, I am requesting that the mature trees on the property be preserved per they provide screening and shade to the property owners on Lake Point Drive and are aesthetically pleasing, and should be incorporated into the landscape design.

Finally, I am requesting the developer to refrain from using the “Madison on Broadway” name for their housing they are well aware that “Off Broadway” restaurant is owned by a long time resident of Madison and the restaurant has been a corner stone at the entrance of Waunona neighborhood on Raywood Road since 1930 when the name was Airway Tavern and South Bay Lounge. In addition, I am requesting that the commercial space not be used for services and/or Movin’Out satellite offices. The developer has promised the neighborhood viable commercial tenants. The commercial parking lot should be restricted to the commercial patrons/customers

Therefore, I ask the Commissioners to provide this developer with clear and concise guidance to improve this housing and landscaping. I prefer that the developer return to the Urban Design Commission with the elements discussed at this meeting incorporated into the design.

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