

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 16, 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:

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ADOPTED:

POF:

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ID NUMBER:

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

SUMMARY:

At its meeting of August 16, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new four-story mixed-use building located at 2230 West Broadway. Appearing on behalf of the project were Melissa Huggins, Jim Glueck, representing Mirus Partners/Movin’ Out; Dave Porterfield and Timothy Radelet, representing Movin’ Out, Inc.; and Christopher Jaye, representing Mirus Partners.

Huggins introduced the team and noted that updated development plans incorporated comments from the Commission’s previous review of the project, as well as an additional neighborhood meeting held since that time. Glueck explained what was done to address each item of the Commission’s previous review.

They have simplified materials, taking the fiber cement panels above the first floor, with a simple cornice and metal cap. The only place they have fiber cement siding is in the insets, which are darker. They have gone to a more contemporary looking window. To hold the corner better, the porch has moved around to the side, making that streetside better and stronger. They are suggesting the addition of a blade sign which will further strengthen that corner. This new design is not as horizontal as the previous design. The shade trees on the south and west façades will have to be worked out with Forestry. There are a number of dying or dead streets trees along here, and since the building has limited setbacks from the sidewalks there would be little room to plant a significant shade tree, but it could be done with street trees. There is a little strip of green between the sidewalk and their lot line (6 feet) and if they were allowed to plant in there they could add something more tree-sized. They were told however that that sidewalk could move. The width of the driveway is an issue, but they have to work with the neighbor who owns part of it. At this point they will make it as narrow as they can within the parameters that are there, while also accommodating the Fire Department’s needs. The bicycle parking has been moved closer to the street to make it handier and eliminate any safety issues. The accessible entry to the community space from Broadway just may not be possible due to the site’s topography. Building material samples were shown. The use of brick over block means it won’t have to be sealed. The windows will be a dark bronze with a darker inset.

Comments and questions from the Commission were as follows:

- I don't think this is a contemporary design. It's simplified, but I don't think it's contemporary at all.
- A flush joint – that's no reveal or metal in between?
 - Yes. If you look at the Galaxie, it's the same exact product.
- Are the balconies framed?
 - Yes.
- When you look under and see all the joist hangers, could you at least stain it dark so it doesn't look like it's unfinished? Paint it darker so it can recede.
 - They're going to be running the long way, so that means less hangers, less joists.
- I understand the west side is difficult to do anything about the shading, but it seems you've got a lot of space on the south side to put shade trees. You've got Crabapples and Black Spruce, which aren't going to be much of a shade tree, you've got the other side of the driveway where you could plant shade trees too.
 - We don't own anything on that side. If you're saying we should put bigger trees in there we can certainly consider that.
- Is there a way to terrace that instead of having that big pit? You have these straight walls coming right down into that ramp.
 - We can do that. The only thing is we have a porch on either side of it that we'd like to come down to grade. There's a sidewalk off of each porch.
- I would explore doing something.
- Your parking lot lighting looks like you could read a book in the middle of the night.
 - I can take a look at that, my guess is it had to do with making sure it had the minimum at all points.
- You've got an average of 2.95 footcandles through the parking lot, that's a lot. Most parking lots are going to be 1-1.5 on the high end and you've got things going up to 6 and 8.
 - I'll be glad to look at that, I'll send it back.
- Your porches only come out 3-4 feet from the building; after that you could terrace it out. I'm concerned otherwise you might need a railing there.
 - I like the idea.
- The proposed solution for the accessible entrance at the back of the building is not accessible. If the site cannot be modified to make this your main entrance off Broadway, I would suggest moving your commons adjacent to your commercial space where the grade is friendlier versus having a non-grade entrance.
 - I understand what you're saying. It would be a complete redesign. We've been through this. That would be very, very difficult to do. I still feel a number of people are going to come in through the back because that's where the vehicle and bicycle parking is, and we have a sidewalk going to that rear.

Alder Carter spoke, noting her disappointment that the team's landscape architect was not present either tonight or back in June. She said it's difficult to move things when they're built, unlike they are on paper. She'd like to see a color that would complement the brown material, something that would bring it together a bit more versus a totally different color. This project has gone through many renditions and is a very highly visible project for both two neighborhoods as the back entrance into Waunona and one of the main entrances into Bridge-Lake Point. She hoped for a more contemporary design versus something simplistic. She asked the Commissioners to give Jim explicit design recommendations that he can go back and implement without trying to interpret.

- The old one has a base, middle and top. The new one doesn't have a top. Last time I talked about an example of Starliner behind the Galaxie. It's a project that is similar in height that's also super contemporary. It's more than just a rectangle with windows. If you're looking for a gateway project, something that signifies the entrance into a neighborhood, and you don't want it to say "this is low income" or "this is affordable housing," you don't want to dumb down the materials, some of that needs to be expressed architecturally in the pushing and pulling and some of the reveals.
- (Ald. Carter) With the new design I like that you moved the balcony, I like the brownish color but I like the middle color better than the top color on the new design. I like where you placed the balcony and windows, but that lighter color doesn't do anything for the weight of the building.
 - The simplification was one of Cliff's comments from June. It's one of the things we were trying to respond directly to. That's what we were trying to respond to and it's unfortunate that this particular print out doesn't capture it. What I'm hearing is that question of push and pull means pretty major structural changes to the building, versus what we might be able to do using colors on the façade.
- There are ways to achieve that without changing the structure of the building. It definitely needs a cap. But if you do play with the materials a little bit...
- I'm hearing that it needs a cap, and I was one of the people at the last meeting who said the way the top, especially the roofline was angled, it seemed to stunt the building. Specifically, because of the use of this building, the last thing we wanted was stunting and capping; we wanted something that reached upwards and I wanted that reflected in the building design. Maybe you and I can give some direction that satisfies both of those things so that we're not giving them opposite ideas.
- I don't follow.
- The rounded edges on the roofline, I just thought that looked stunted and made the building more squat. I wanted something that ideally extended, projected upwards. Can we get together on that? Do the right thing for our developers?
- I don't necessarily agree that that's the solution, I'm just saying this metal cap is not it. It needs to project; be bolder. It needs an overhang; to add some interest and excitement; a dynamic to the top of the building.
- The new building doesn't really have a top and that's a question as to whether it could or should that would give it a little more flair. Things like the Galaxie that are high end use masses in big gestures; this is a small building that doesn't give big gestures, but it's not a particularly contemporary design, it's basically a box.
- What kind of a top might you think could work with that design.
 - That's a good question. You could do an overhang, but from what I've heard last time we didn't want to stop it at the top. That's why I went here instead of putting an overhang on it.
- When you stand back and look at the overall sense of the building, there are compositional gestures, whether it be large first floor commercial and retail, or a large overhang over a portion of the third floor. Big gestures rather than a "sausage factory," where there's a link and a link and a link and then we stop. A big compositional gesture to welcome people to their home.
- It could be that compositional thing. Even on the back it looks like it has a canopy that says "this is the entrance." On the front it's just squat.
 - What about a band, what if we used color as a way to establish...if we changed the color along that top, really subtly.
- I'm one person, no one else is saying anything, maybe they like it.
- I agree it has that sausage kind of replication. I don't know that the whole building needs a cap or top. I'm looking at the corner component on the southwest corner where there is a sign band. What if there was something that echoed that on the top of just those components and built that corner up? It still doesn't have the corner presence.

- The flatness I agree with, I'd like to see even just a little bit of relief from making the panels a little bit proud of the drip.
 - At this point, the brick has a stone cap on it that does stand out from the panels. The brick is proud to the panels by 5 inches.
- The cap you described between the brick, you've got cement panel above the brick. Bricks are like modules and then you have these panels that are as big as they need to be to get between the windows. I'm wondering if you were to think of ways of breaking up the cement panel, for example, maybe where you have a strip under the windows, make it like a sill almost. If you just took some time with looking at ways you can do a few more reveals in the metal panel so it's not just large pieces of cement board, it gets to be more in scale with the other materials and would give the illusion of having more texture to the design.
 - Have you seen the panel on the buildings you approved at Union Corners?
- Yes, that's a disaster. I'm talking about adding some additional reveals in your cement panels at certain areas, at the sill, at the top, just like you're showing a consistent ribbon between the cement panel and the brick to highlight the top of the building. It's still all the same material.
 - If we end up with these panels, it comes a certain height and there's nothing I can do about that. It's 18 inches by 6 feet. Unless I use a special element between panels to emphasize the joints, the challenge is can I get a better joint? With a readable joint? I would like to explore whether we could get back to that.
- Just like a sill, but it would be the same material with a score in it.
 - That should not be hard.

Alder Carter mentioned a correspondence from a nearby resident who expressed concerns about the mature trees here. There are some canopy trees she feels do provide shade and will be a nice buffer between the residents on Lake Point and this new building, and they will also be nice for tenants of this new building. She requested that the team pursue this with due diligence. She further asked that the commercial parking lot be restricted to the commercial patrons. She further asked for them to come up with a unique name and not piggy-back off of a street name.

- A subtlety in your elevations, the top balcony is covered. I think that relates to the movement comment.

(Alder Carter) Just to be clear again, this building is going to last 20 odd years, and this is my district, this is where I grew up and I really would like to see something there that's not just the status quo. With the instructions that you've given I would prefer to see them come back in September, if the Commissioners feel differently, I would ask them explicitly have the developer work with staff to make sure and to ensure that the recommendations that have been suggested today actually get applied.

Huggins stated that she appreciates that this is a struggle. They are down to the wire, there are over 100 people on the waiting list already, many of them from the neighborhood. It would put the project at risk if they have to come back in September. They will work very closely with staff, and with Ald. Carter and Dick if necessary to make sure they've gotten it to where it needs to go. Many of the residents will use public transportation, specifically Metro Plus which typically picks up and drops off at the back entrance, so the parking lot has been designed to accommodate that use.

ACTION:

On a motion by Braun-Oddo, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Harrington voting no. The motion provided for the following conditions:

- Adding additional scoring or panels to reduce the scale of them and to add a bit more interest as far as them relating to the scale of the brick.
- Adding a bit more of a top coping so it has a bit more of a cap to it.
- Reducing or verifying the light levels in the parking lot.
- Addressing the underside of the balconies so it's not bare wood.
- Looking at terracing the drive to the lower level so you don't have to install guardrails.
- Perform a tree survey to see which trees can be saved.
- Adding more canopy trees on both ends of the development.
- Study the cover on the top balcony.
- When the drawings come back to staff they shall accurately represent all panel reveals, joints and colors, or bring samples.
- Look at redesigning the front entrance so it's accessible from Broadway.
- Restrict the parking to just the commercial uses.
- It was acknowledged that the applicant was willing to work with Alder Carter and Chairperson Wagner, if necessary to move the project forward.