

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 2902 East Washington Avenue, 2812 East Johnson Street, 401 North Lawn Avenue

Title: 2902 East Washington Avenue

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested May 27, 2020

- ☒ New development ☐ Alteration to an existing or previously-approved development
☒ Informational ☐ Initial approval ☐ Final approval

3. Project Type

- ☒ Project in an Urban Design District
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
☐ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
☐ Planned Development (PD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Multi-Use Site or Residential Building Complex

Signage

- ☐ Comprehensive Design Review (CDR)
☐ Signage Variance (i.e. modification of signage height, area, and setback)
☐ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name 2902 East Washington Avenue, LLC
Street address 10 East Doty Street, Suite 300
Telephone 608.695.9899

Project contact person Anne Morrison
Street address 10 East Doty Street, Suite 300
Telephone 608.695.9899

Property owner (if not applicant) _____
Street address _____
Telephone _____

Company 2902 East Washington Avenue, LLC
City/State/Zip Madison, WI 53703
Email amorrisson@uli.com

Company 2902 East Washington Avenue, LLC
City/State/Zip Madison, WI 53703
Email amorrisson@uli.com

City/State/Zip _____
Email _____

5. Required Submittal Materials

☒ Application Form☒ Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

☒ Development Plans (Refer to checklist on Page 4 for plan details)☐ Filing fee☒ Electronic Submittal*☐ Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

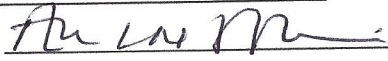
**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized and legible. Please refrain from using plastic covers or spiral binding.

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on April 28, 2020.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Anne Morrison on behalf of 2902 East Washington Avenue LLC Relationship to property Owner/Developer

Authorizing signature of property owner  Date 5/13/2020

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☒ Locator Map
- ☒ Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☒ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☒ Site Plan
- ☒ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

2902 East Washington Avenue
Informational UDC Materials

Date: May 13, 2020

To: Urban Design Commission and Staff

From: Anne Neujahr Morrison, 2902 East Washington Avenue LLC
10 East Doty, Suite 300
Madison, WI 53703

Re: Informational Presentation
Letter of intent
2902 East Washington Avenue Redevelopment

Dear Ms. Glaeser and Urban Design Commission Members:

2902 East Washington Avenue LLC will be seeking necessary approvals to redevelop the site located at 2902 East Washington Avenue, 2812-2814 East Johnson Street and 401 North Lawn Avenue. The East Washington Avenue and East Johnson Street parcels are currently in Urban Design District 5. The North Lawn parcel by itself is currently not in an Urban Design District, but is a part of this proposed project. The following letter and attached plans are submitted as part of the Informational Presentation to the Urban Design Commission.

We have sought and received great feedback on this project from neighbors and City Staff for many months and have worked diligently to incorporate that feedback. We hoped to make an in person informational presentation in April, yet due to COVID-19 we were unable to do so and due to schedules we were advised not to make an informational presentation to UDC until now. We have appreciated City Staff's help and guidance as we navigate these traumatic times. We are very excited about the evolution of the design and look forward to your feedback as we continue the approvals process.

PROJECT TEAM:

The Project Team includes Anne Neujahr Morrison and Tom Neujahr (Urban Land Interests and New Year Investments) as the developer, Potter Lawson with MoTiS as the Architects and Graef as the Landscape Architect.

PROJECT OVERVIEW:

The proposed Project consists of a new mixed-use building to provide high-quality, mixed-income housing along the future Bus Rapid Transit (BRT) route.

The new building will include:

- 4-5 Stories of residential apartments, 135 units total, fronting both East Washington and North Lawn Avenues
- Interior amenity spaces to serves residents and a landscaped exterior courtyard
- One level of underground parking for residential tenants

- Approximately 8,000sf of neighborhood retail along East Washington with 11 associated surface parking stalls

CURRENT USES:

The Project is located near the intersection of East Washington, East Johnson and North Lawn Avenues, just behind the existing Car-X which was approved by UDC in 2018. The site is comprised of three parcels that are all zoned CCT. No rezoning is necessary to accommodate the proposed uses.

1. Former Ella's Deli

The portion of the site at 2902 East Washington Avenue was home to Ella's Deli, a much loved Madison-institution that closed in at the start of 2018. Before Ella's closed, all of the interior fixtures were auctioned by the then owner. No toys, furniture or restaurant fixtures remain in the 5,561sf building. The Ella's property also includes approximately 75 surface parking stalls.

2. Vacant Rental Home

Next to Ella's Deli at 2812-2814 East Washington Avenue is a small house that had been carved into three small apartment and was primarily used as an Ella's Deli office and workshop. The house is currently vacant and the apartments, and structure are in poor condition.

3. Office Building

The portion of the site at 401 North Lawn Avenue is a former 1970s-era church building that has served as the offices for the Wisconsin Tax Payers Alliance (now Wisconsin Policy Forum) for nearly two decades. The Wisconsin Policy Forum has plans to relocate its offices.

ARCHITECTURE

The architectural team carefully considered the existing fabric of the East Washington corridor and the primarily residential context within Eken Park. Initially, to maximize the area allowed within zoning, the team explored a single, much larger building. After engaging with stakeholders and working to find an appropriate design solution, the team opted to downsize the development and break the single mass into two forms-one that faces East Washington and one that fronts North Lawn Avenue. We see the two forms having architectural identities that are related, but distinct.

North Lawn Avenue

The 300-400 block of North Lawn Avenue is a transitional block. On the corners are the Car-X and the African Store, followed by the existing Policy Forum office building and then a series of single family and multifamily homes. Our design seeks to sensitively transition from the busier commercial avenue to the residential neighborhood.

The North Lawn portion of the building is set back from the sidewalk similar to adjacent structures to create a gracious front yard and we have followed the City's guidance to create relief and setbacks as the building abuts the residential area.

The North Lawn portion of the building is clad in vertical siding similar to many of the other multifamily buildings found throughout Eken Park. The building is designed with windows that maximize natural light into the units while still providing excellent acoustical separation from outside noises. The face of the building shifts slightly, stepping back and forth 2' for every 24' of frontage to create rhythm and break up the mass. The first floor of the building has a small horizontal canopy element to create a visual base and provide a unique ground level treatment that is distinct from the upper floors.

East Washington

East Washington is a high traffic, loud and colorful corridor. Our Project seeks to complement, and elevate its surroundings. The exterior of the East Washington form is predominantly lighter colored brick with wood toned cement board accents. Great care was taken to use a light palette of high-quality, sustainable and durable materials, consistent with the quality we hope to see in the future along this corridor.

We are avoiding the creation of large unbroken facades in several ways while also avoiding making any cartoonish loud moves. The East Washington facades have a consistent window pattern that is then broken down with the addition of varying sized fiber cement panels within the brick surrounds. The brick itself is detailed with relief bands at every floor. An angled brick detail appears adjacent to many of the windows. The amount of fiber cement varies from floor to floor and is a consistent design element that ties the form together and relates back to the North Lawn façade.

The East Washington elevations have a clear base and top. The base is storefront with careful additions and subtractions of volume. At the top of the building there is an additional detailed brick relief band to give the form a tailored finish.

MURAL ART

From a vehicle, the detailed brick and plank sides of the East Washington building are very visible, but as you drive or walk by, facing directly against East Washington, the building will feature a privately commissioned art piece that will add a flamboyance that matches the rhythms, colors, and characters of the surroundings. The site is surrounded by bright signs and colors. The sign for one nearby liquor store, for example, is nearly a story tall and bright orange. The large mural art piece will be an inspiring addition to the cacophony of East Washington while the more restrained facades will make the building a welcoming home for residents.

The mural will be a framed element that is set back within the brick façade. The muraled façade is slightly taller than the other brick facades to create a distinctly framed area for the art work. By creating the frame, the rest of the building can have the more elaborate brick and fiber detailing in a way that supports but doesn't compete with the art work.

The painting will be done on the same brick that occurs throughout the building so that the underlying building maintains its integrity. The art will be designed and painted to last for around 30 years or more. It will not be signage or advertising—it will be art. For our privately commissioned mural art piece, the team has sought proposals from three experienced artists. We are waiting to commission the art piece

pending the approval of our land use application but we understand that UDC may require that we return to have the mural separately reviewed once the design of that element has progressed. We look forward to that step.

LANDSCAPE DESIGN

This informational submittal does not include information regarding the landscape design. It is an area of great importance to us. We are working with Ed Freer and Joe Porter of Graef on the landscape design, including the areas along North Lawn, East Washington and the courtyard space. We will be submitting those plans with our full UDC and Land Use Application.

COMMUNITY OUTREACH:

The Project is located on the very edge of the Eken Park Neighborhood. We began engaging the neighborhood in 2019 as we worked to determine the future of the site. With input from the neighborhood we have reduced the scale of the Project from what we originally envisioned and what zoning allows. We have found the neighborhood to be very engaged and thoughtful and have enjoyed and incorporated a lot of what we've learned about the area into our design and program. On April 20, Alder Syed Abbas and the Eken Park Neighborhood Association promoted and hosted a meeting regarding the Project. The project was very well received and there was a particular enthusiasm for the art piece and for the mix of housing options that this project would provide. We will continue to meet with neighbors as we continue to work through the details of the Project.

PROJECT SCHEDULE:

Below is our working schedule for formal City Approvals. Our intent is to begin construction in Fall 2020.

May 13, 2020	Urban Design Commission Informational Submittal
May 20, 2020	Full Land Use Submittals
July 1, 2020	Urban Design Commission
July 27, 2020	Plan Commission
September 1, 2020	Start Demolition/ Construction
April 1, 2022	Certificate of Occupancy

We wish that we would have had the opportunity to present to you in-person but regardless, we look forward to the Commission's feedback on this Project.

Kind regards,

Anne Neujahr Morrison

2902 East Washington Avenue, LLC

Redevelopment Site

Informational Materials
May 13, 2020



The Site is 1.66 Acres and is on the edge of the Eken Park Neighborhood, near the intersection of East Washington Avenue and Highway 30

Redevelopment Site

Informational Materials
May 13, 2020



The Site includes three contiguous parcels all zoned CCT. The Site includes the former Ella's Deli Building, a house which was used as a Ella's Deli Office and an office building at 401 North Lawn. The site is dominated by surface parking and unsustainable uses, but because of its proximity to mass transit, the bike path and other amenities it is an ideal place to add needed housing

Existing Conditions

Informational Materials
May 13, 2020

The Site on the north side of East Washington Avenue. It is on the same block as the shuttered KFC restaurant, the existing MOKA drive thru coffee shop and the Car-X Tire and Auto building.



Existing Conditions

Informational Materials
May 13, 2020

The site wraps around the existing Car-X Tire and Auto building (approved by UDC in 2017) at the corner of East Washington and East Johnson Streets.



Existing Site as viewed from East Washington and East Johnson

Existing Zoning, Comprehensive Plan and Program Details

Informational Materials
May 13, 2020

Zoning

The Site is zoned as Commercial Corridor-Transitional District (CCT) and no changes to zoning are requested.

“The CC-T District is established to recognize the many commercial corridors within the City that remain largely auto-oriented, and to encourage their transformation into mixed-use corridors that are equally conducive to pedestrian, bicycle, transit and motor vehicle activity.”

Imagine Madison Comprehensive Plan:

Site is planned as Community Mixed Use which calls for a “Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor”

Urban Design District 5:

Urban Design District No. 5 was “established to improve the appearance of a major transportation corridor east of the Capital Square which constitutes a major entrance to the City of Madison, to preserve and enhance the property values in the District, and to avoid a substantial depreciation of the property values in the District.

Project Details:

1.66	Acre Site
135	Residential Units (reduced from 166)
82	Units/Acre
	(Comp Plan calls for up to 130/Acre)
4-5	Stories (reduced from 6 stories)
107	Underground Parking Stalls
11	Surface Parking Stalls
20%	Accessible Units
135+	Long Term Bike Stalls
8,000sf	Approximate Commercial SF
	Residential Visitor Bike Stalls
	Retail Bike Stalls

Project Team Experience

**Informational Materials
May 13, 2020**



Our team is known for its high quality mixed use projects in transitional neighborhoods. Our team's work includes the design and development of 1722 Monroe Street, Capitol Hill Apartments, Mint Mark and the award-winning Quarter Row Apartments. We will bring the same thoughtfulness and care to 2902 East Washington Avenue.



Neighborhood Context | East Washington

Informational Materials
May 13, 2020



The East Washington Context is high speed, and boisterous. It's a diverse mix of uses and building types with relatively little harmony. The Site is surrounded by bright signs and colors, drive thrus and a handful of local establishments.



Neighborhood Context | North Lawn and Algoma

Informational Materials
May 13, 2020



The North Lawn and Algoma Street context is quieter and transitional. Here you can find one family, two family and larger residences as well as a handful of local businesses.



Mural Art Context

Informational Materials
May 13, 2020



For several years, murals have been popping up throughout the neighborhood. Many of the images shown here are from the Madison Mural Alley project which is across East Washington and behind the Hawthorn Library. We are proposing to commission a mural for one face of of the buiding. The mural location is identified in the submittal but the specific piece has not been designed. The art piece would be presented in a separate location to UDC at a later date.



Design Prescedents

Informational Materials
May 13, 2020



We studied 4-5 story buildings in transitional neighborhood blocks and the use of wood-like materials

A mural is a way to create whimsy in highly trafficked urban area with a growing mural art scene.

We looked at 5-6 story buildings on busy commercial corridors



We want the building to feel like home and for the courtyard to be an oasis



Aerial View of Redevelopment

Aerial view showing the one building broken into two masses with one fronting East Washington and the other Fronting North Lawn Avenue. The East Washington Building is 5 stories. The North Lawn Building is 4 stories with set backs. The two masses are connected by a single story element and are intended to be related, but distinct. The gray shadow box indicates the massing allowed under zoning. The project has been downsized substantially from our original plans.

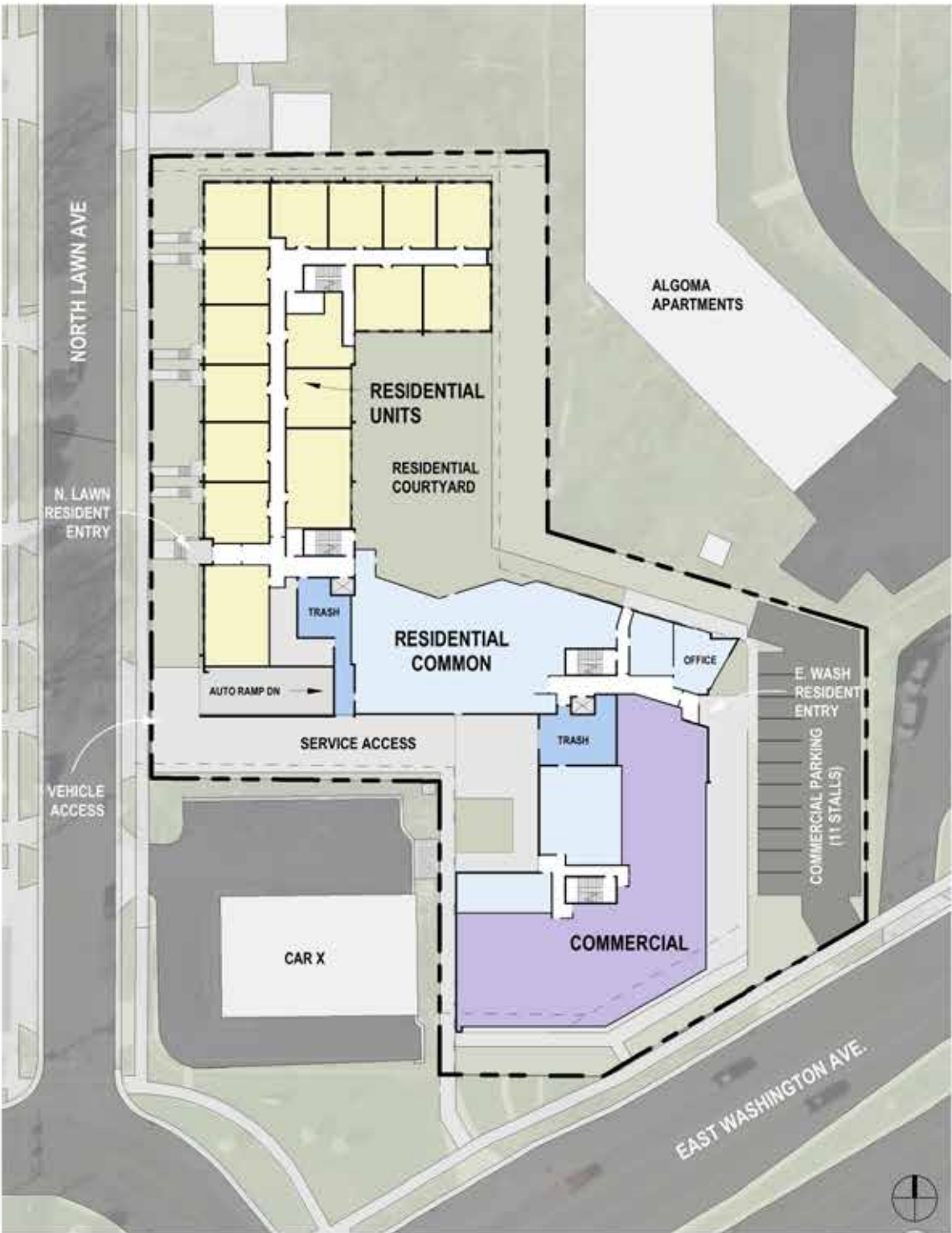


Floorplans | Underground and First Floor

Informational Materials
May 13, 2020



UNDERGROUND PARKING



FLOOR 1

Floorplans | Second and Third Floors

Informational Materials
May 13, 2020



FLOOR 2

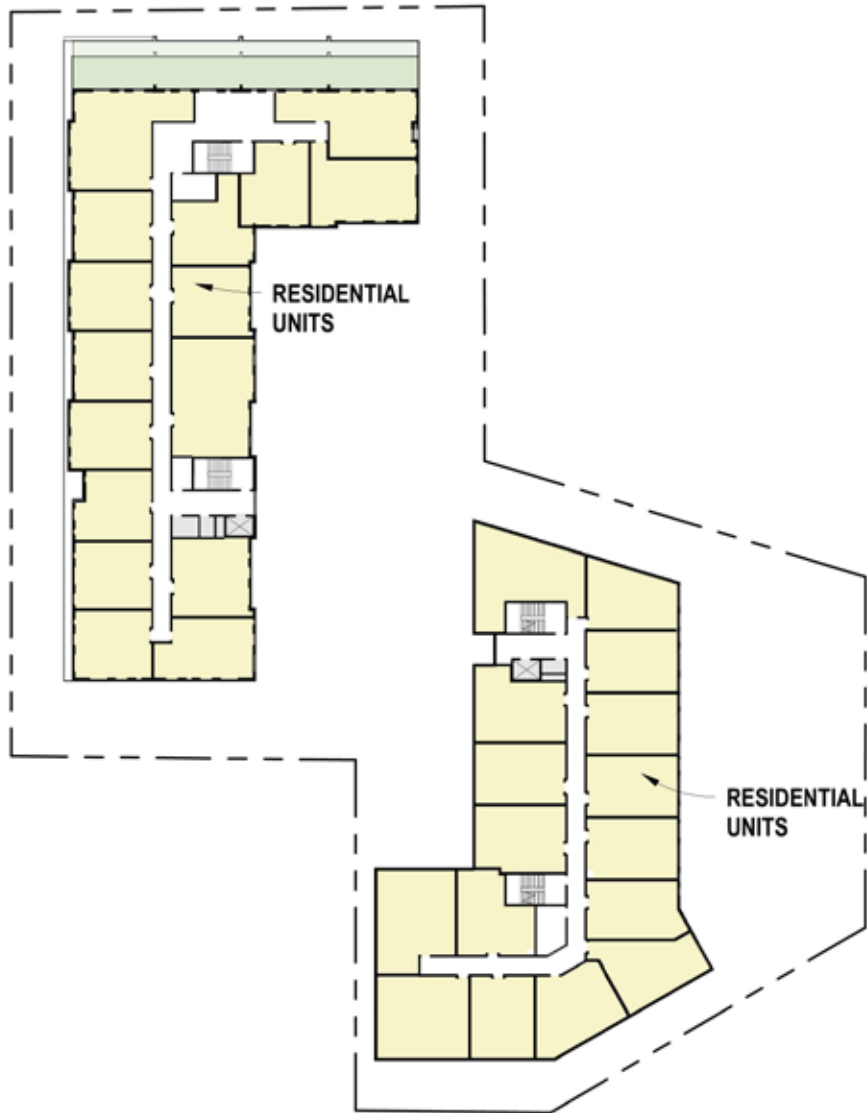


FLOOR 3

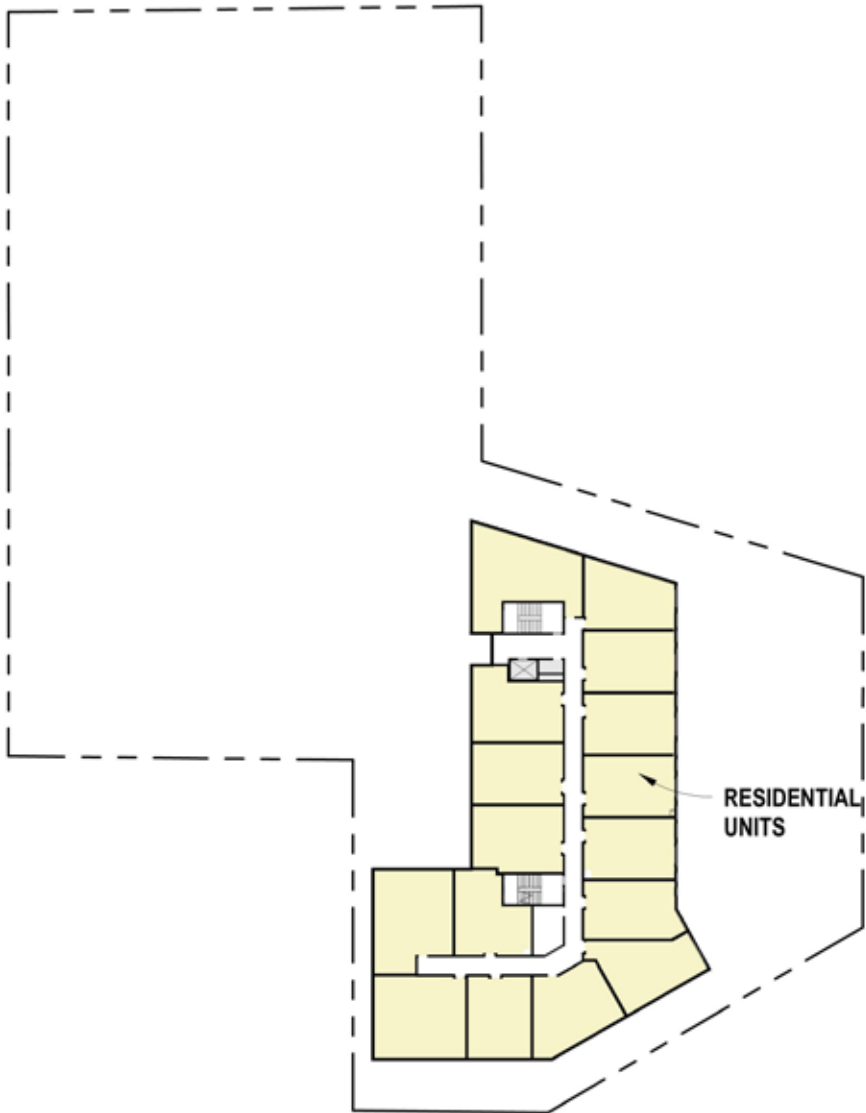


Floorplans | Fourth and Fifth Floors

Informational Materials
May 13, 2020



FLOOR 4



FLOOR 5



View South on East Washington

Informational Materials
May 13, 2020



View South on East Washington from Oak Street with the MOKA drive-thru coffee shop in the foreground. Gray Shadow boxes indicate the extent of massing allowed under zoning. The building does not maximize the zoning envelope.

View South on East Washington

Informational Materials
May 13, 2020



View South on East Washington from Oak Street with the MOKA drive-thru coffee shop in the foreground. The primary face visible as viewed from this angle is the light brick and cement board facade.

The East Washington facades have a consistent window pattern that is then broken down with the addition of varying sized fiber cement panels within the brick surrounds. There will be a clear base and top. The base is strofront with careful additions and subtractions of volume. At the top of the building there is an additional detailed brick relief band to give the form a tailored finish.

Enlarged View of Facade

Informational Materials
May 13, 2020



This enlarged view of the facade shows the exterior character of the building along East Washington Avenue. Rather than having a large unbroken facade, what we have is a consistent window pattern that is then broken down with the addition of varying sized fiber cement panels within the brick surrounds.

The brick itself is detailed with relief bands at every floor. An angled brick detail appears adjacent to many of the windows. The amount of fiber cement varies from floor to floor and is a consistent design element that ties the form together and relates back to the North Lawn façade.

View North on East Washington

Informational Materials
May 13, 2020



This is a view north on East Washington at East Johnson Street with the existing Car-X in the foreground. The gray shadow box indicates the extent of massing allowed under zoning. The primary face visible as viewed from this location is the light brick and cement board facade.

View North on East Washington

Informational Materials
May 13, 2020



From a vehicle, the detailed brick and plank sides of the East Washington building are very visible, but as you drive or walk by, facing directly against East Washington, the building will feature a privately commissioned art piece that will add a flamboyance that matches the rhythms colors and characters of the surroundings.

The large mural art piece will be an inspiring addition to the cacophony of East Washington while the more restrained facades will make the building a welcoming for residents who will call this home.

The mural will be a framed element that is set back within a brick façade. The muraled façade is slightly taller than the other brick facades to create a distinctly framed area for the art work. By creating the frame, the rest of the building can have the more elaborate brick and panel detailing such that it supports but doesn't compete with the art work.

Aerial View from North Lawn

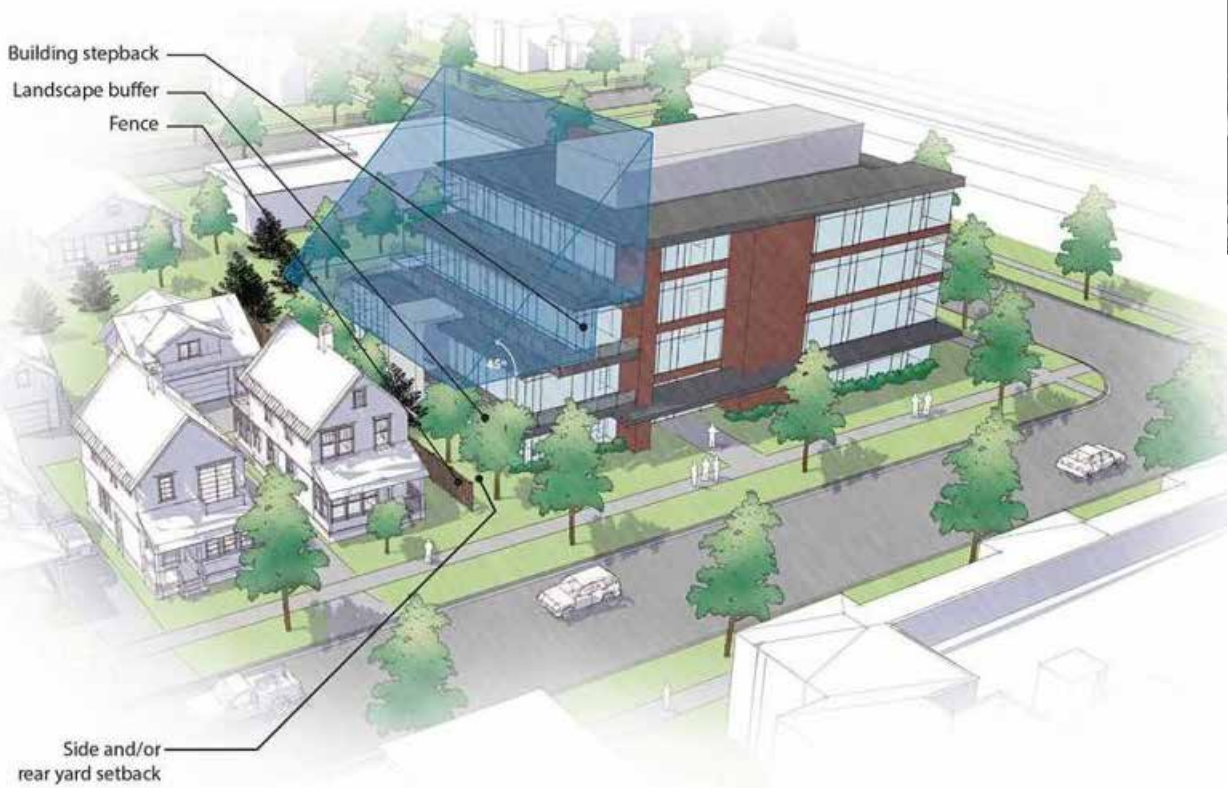
Informational Materials
May 13, 2020



View of proposed project with 45-degree step backs

Along North Lawn the building meets a primarily residential neighborhood. With businesses such as The African Store, Silly Monkeys (closed), one, two and four family homes.

As the North Lawn portion of the building, as the building approaches the abutting residential property, it steps back at a 45 degree angle after the second, and third floors. A fence and landscape buffer will be incorporated.



Recommended Transitions Between Redevelopment and Existing Development
Source: Imagine Madison Comprehensive Plan

View South on North Lawn

The North Lawn portion of the building is clad in vertical siding similar to many of the other multifamily buildings found throughout Eken Park.

The window design maximizes natural light into the units while still providing excellent acoustical separation from outside noises.

The face of the building shifts slightly, back and forth 2' every 24' of frontage to create rhythm and break up the mass. The first floor of the building has a small horizontal canopy element to create a visual base and provide a unique ground level treatment that is distinct from the upper floors.



View North on North Lawn Avenue

Informational Materials
May 13, 2020



The North Lawn portion of the building is set back from the sidewalk similar to adjacent structures to create a gracious front yard and we have followed the City's guidance to create relief and setbacks as the building abuts the residential area.