

# Redevelopment Site

UDC 3-Minute  
Informational  
Presentation



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

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

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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.



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.





# Project Team Experience

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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

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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.

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# Neighborhood Context | North Lawn and Algoma

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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.

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# Mural Art Context

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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

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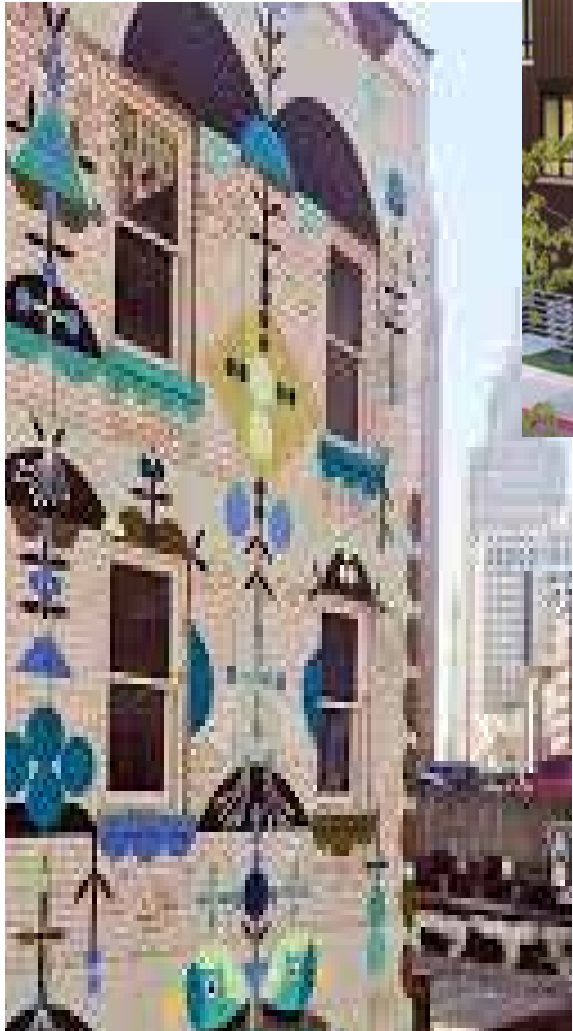
We studied 4-5 story buildings in transitional neighborhood blocks and the use of wood-like materials

A mural is a way to create whimsy in highly traf-ficked 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 and Site Plan

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 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.





# View South on East Washington

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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 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.



# View North on East Washington

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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.



# Enlarged View of Facade

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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.

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# North Lawn Views

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The View South on North Lawn shows this 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.



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The view North on North Lawn is shown here. Here 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.

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# Aerial View from North Lawn

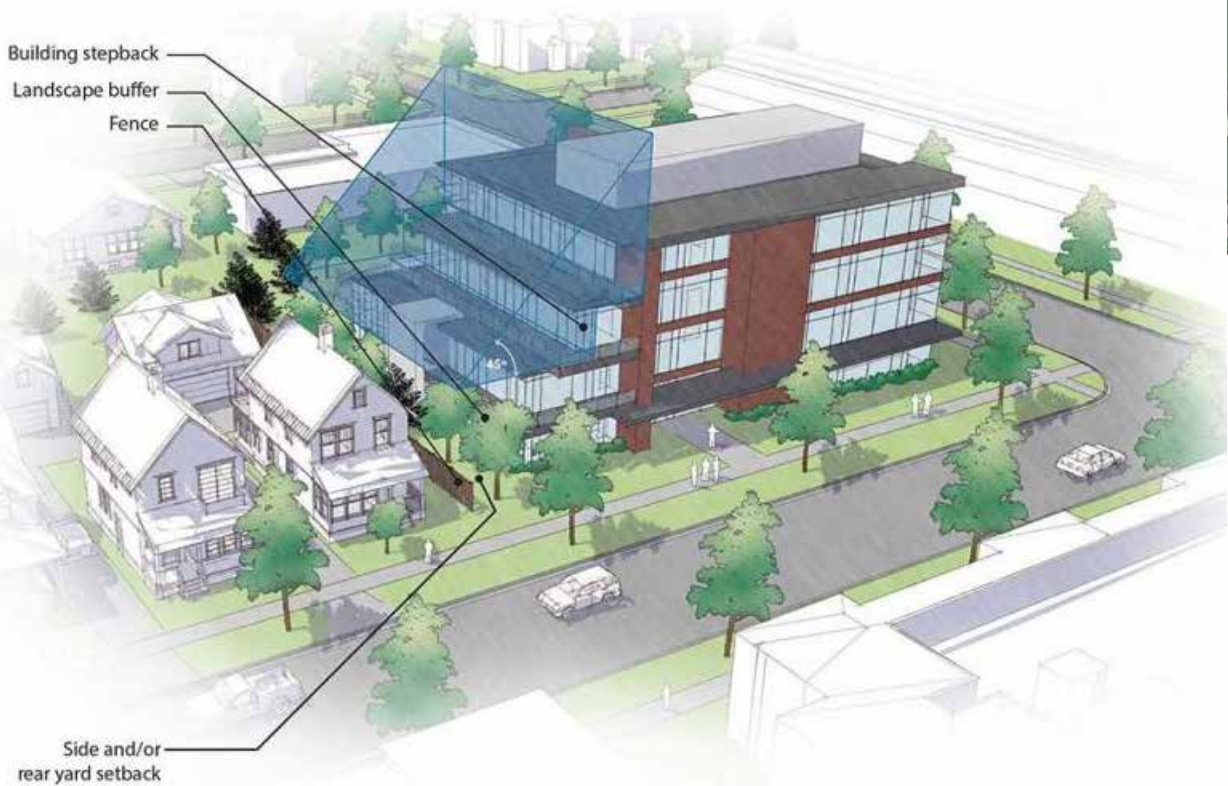
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View of proposed project with 45-degree step backs

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

As the North Lawn portion of the building approaches the abutting property, it steps back at a 45 degree angle after the second, and thrd floors.



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