

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: November 19, 2012

Action Requested

Informational Presentation

UDC MEETING DATE: November 28, 2012

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

PROJECT ADDRESS: 313 & 315 N. Frances Street

ALDERMANIC DISTRICT: Mike Verveer- District #4

OWNER/DEVELOPER (Partners and/or Principals)

Scott Faust
210 N. Bassett St
Madison, WI 53703

ARCHITECT/DESIGNER/OR AGENT:

Knothe & Bruce Architects, LLC

7601 University Avenue, Suite 201

Middleton, Wisconsin 53562

CONTACT PERSON: J. Randy Bruce/Knothe & Bruce Architects, LLC

Address: 7601 University Avenue, Suite 201
Middleton, Wisconsin 53562

Phone: 608-836-3690

Fax: 608-836-6934

E-mail address: rbruce@knothebruce.com

TYPE OF PROJECT:

(See Section A For:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 50,000 Sq.Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee Required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

October 31, 2012

Mr. Brad Murphy
Director of Planning
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701

Re: Letter of Intent
313, 315 N. Frances St
PUD-SIP
Madison, WI 53703

Dear Mr. Murphy:

The following is submitted together with the plans, application and zoning text for staff, plan commission and common council consideration of approval.

Organizational structure:

Owner: Scott Faust
Boardwalk Investments
210 N. Bassett Street
Madison, WI 53703

Architects: Knothe & Bruce Architects, LLC
7601 University Avenue
Ste 201
Middleton, WI 53562
608-836-3690
608-836-6934 fax
rbruce@knothebruce.com

Engineer: Quam Engineering, LLC
4604 Siggelkow Road, Ste A
McFarland, WI 53558
(608) 838-7750

Introduction:

This project proposes the redevelopment of 313 and 315 North Frances Street. The total development site is approximately 5073 square feet in area and is in the Downtown Design Zone 2.

The site is well located on the southeast edge of the UW-Madison campus and presents an excellent opportunity for redevelopment. The planned project will consolidate the disconnected student housing with new high quality energy efficient apartments. The lots are currently zoned as C2 and are occupied by two residential buildings.

The redevelopment proposal envisions new higher density housing for university students and creates an interactive architecture and street presence that reflects its urban environment. The development consists of a 12-story building containing 42 units with ground floor commercial space. The building will house units ranging in size from one bedroom to 4 bedroom apartments. The entry for the building will be from North Frances Street. The project will provide individual underground bike parking garages accessed from North Frances Street with moped parking provided, both on-site and underground.

Development Statistics:

Dwelling Unit Mix:

One-Bedroom	11
Two-Bedroom	9
Three-Bedroom	19
Four-Bedroom	2
Five Bedroom	1
 Total dwelling Units	42

Densities:

Lot Area	5,073 SF or .12 acres
Lot Area / D.U.	120 SF/unit
Density	360 units/acre

Building Height:

Total Floor Area (floors 1-12)	46,985 sf
Floor Area Ratio	9.3

Vehicular Parking:

Moped Parking:	8 Surface
Bicycle parking: (surface)	4
Bicycle parking: (underground)	96 Underground stalls

DOWNTOWN DESIGN STANDARDS – 313 & 315 N. Frances Street

This site is located in the Downtown Design Zone 2. The following is a discussion of the project design as it relates to the design criteria outlined in the Downtown Design Zone guidelines:

Exterior Building Design

Height: Downtown Design Zone 2 requirement limits height to 10 stories plus up to 2 bonus stories if the design criteria are met. The building height is consistent with the buildings in the immediate surroundings. It has a total of 12 stories with a step-back.

Massing: The building massing has been defined into clear and appropriately scaled components to ensure compatibility with the nearby structures. The building is composed of twelve stories of masonry architecture that steps back at the tenth floor to a lighter glass and metal expression. The glass and metal is extended to the lower elevations to enhance the scale and vertical composition of the architecture. A three-story base is used on the corner of Francis and Conklin to provide a transition on scale to the adjacent commercial frontage along Frances Street.

Orientation: The building is directly oriented to the public sidewalk and street. At the lower level the building façade incorporates a traditional storefront rhythm with window and doorways that open directly to the public sidewalk and terrace. The large glass windows and doors on Francis and Conklin provide a visual connection between the commercial space and the streetscape and activate the public way.

Building Components: The building has a clear base, body and cap. The lower three floors are a highly detailed masonry and glass architecture with appropriate openings at street level. The upper two levels of metal and glass create a visual termination for the building. The mechanical equipment is screened from view in the penthouse.

Articulation: The building is well articulated with vertical modulation, a horizontal reveals and step-back and finely composed window patterns. The articulation is achieved by incorporating a variety of floor plans and unit sizes and is reinforced with the use of exterior materials.

Openings: The size and rhythm of the window openings within the body of the building express the residential architecture and are consistent with the existing buildings in the area. The openings in the lower level are larger and engage the public at the street level. Although the north elevation has limited openings, the arrangement of the materials and window openings provides an attractive well-detailed façade.

Materials: Traditional masonry, contemporary metal and glass are used to create the appropriate urban architecture. The materials are durable and are used in a consistent manner across all the building facades.

Entry Treatment: The building has clearly defined pedestrian entries on Francis Street to both the residential and commercial users. The residential lobby is clearly visible from the street. The metal canopies add definition and scale to the entries. In addition to the front entries, a rear entrance is provided for service and emergency exiting.

Terminal Views and High Visibility corners: Although this building is not located at a high-visibility corner or terminal view, the architecture has been designed to respond to its corner location.

Additional Requirements for Bonus Stories: The slender vertical form and the well detailed upper levels of the building makes an extraordinary contribution to the architectural fabric of the area. The highly articulated massing, durable and high quality materials, finely detailed facades and the significant setback at the upper levels all contribute to the excellent architecture of the building.

Site Design/Function

Semi-Public Spaces: Since the building is located on a high-density corner the building opens directly to the sidewalk and terrace. The terrace provides an excellent opportunity for future café or restaurant use.

Landscaping: The roof terrace will include a green roof area.

Lighting: Exterior lighting will be used to provide aesthetic lighting at the entries and to provide architectural accents to the upper levels.

Interior Building Design

Mix of Dwelling Unit Types: A range of dwelling unit sizes are provided to appeal to a variety of household size.

Dwelling Unit Size, Type and Layout: The apartment units are sized and will be designed so that adequate living areas and proper furniture layout can be provided for each apartment. Bedroom sizes vary but are generally sized for single occupants.

Interior Entryway: The entry way provides an inviting space with clear access and visibility into the building and the elevator lobby.

Usable Open Space: Both private and public open spaces are provided. A study lounge and common area roof terrace on the tenth floor provides area for social gatherings and views toward the University and State Street. Private balconies and patios provide private outdoor spaces for each apartment and exceed the 4 feet by 8 feet suggested minimum size.

Trash Storage: A centrally located trash chute will be located on each floor for the convenience of the residents. The trash is then collected at the first floor level of the building. The refuse disposal company will have access to the trash room from the rear service area.

Loading: An off-street loading zone is provided and accessed off of Conklin Street at the rear of the site. In addition, Francis Street is currently marked as a loading zone along the frontage of this building and the property to the north. With these two locations adequate loading areas are provided for deliveries and loading for the building. The apartments will be furnished to minimize the loading requirements during move-in/move-out.

Resident Parking for Vehicles, Bicycles and Mopeds: The site is located adjacent to the campus and the State Street restaurant and entertainment district and can support student oriented housing without on-site vehicular parking. Public parking ramps are close by for visitor parking needs and the University Avenue busway is just one block from the front door. A significant level of secure bicycle parking is provided in the basement for residents and moped parking is available at the rear of the site.

Building Security and Management: The building will be professionally managed and will have security entrances and security cameras in the public areas to promote the safety and well-being of the residents.

Thank you for your time in reviewing our proposal.

Sincerely,



J. Randy Bruce, AIA
Managing Member

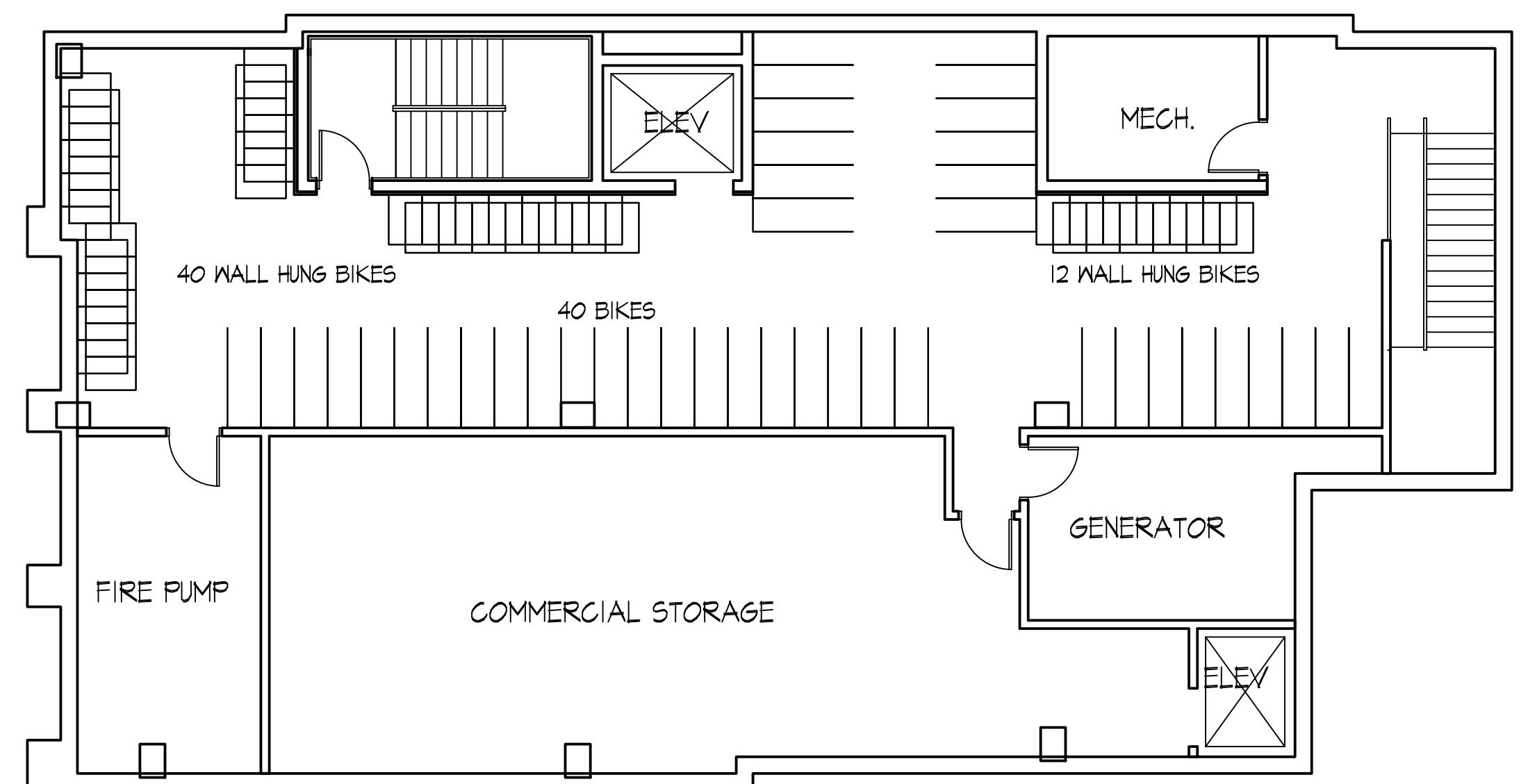


313, 315 Frances St
Site Plan

November 19, 2012

Notes

Revisions



○ **Basement Floor Plan**

18" = 1'-0"

N

Project Title

313 N. Frances Street

315 N. Frances Street

Madison, WI

Drawing Title

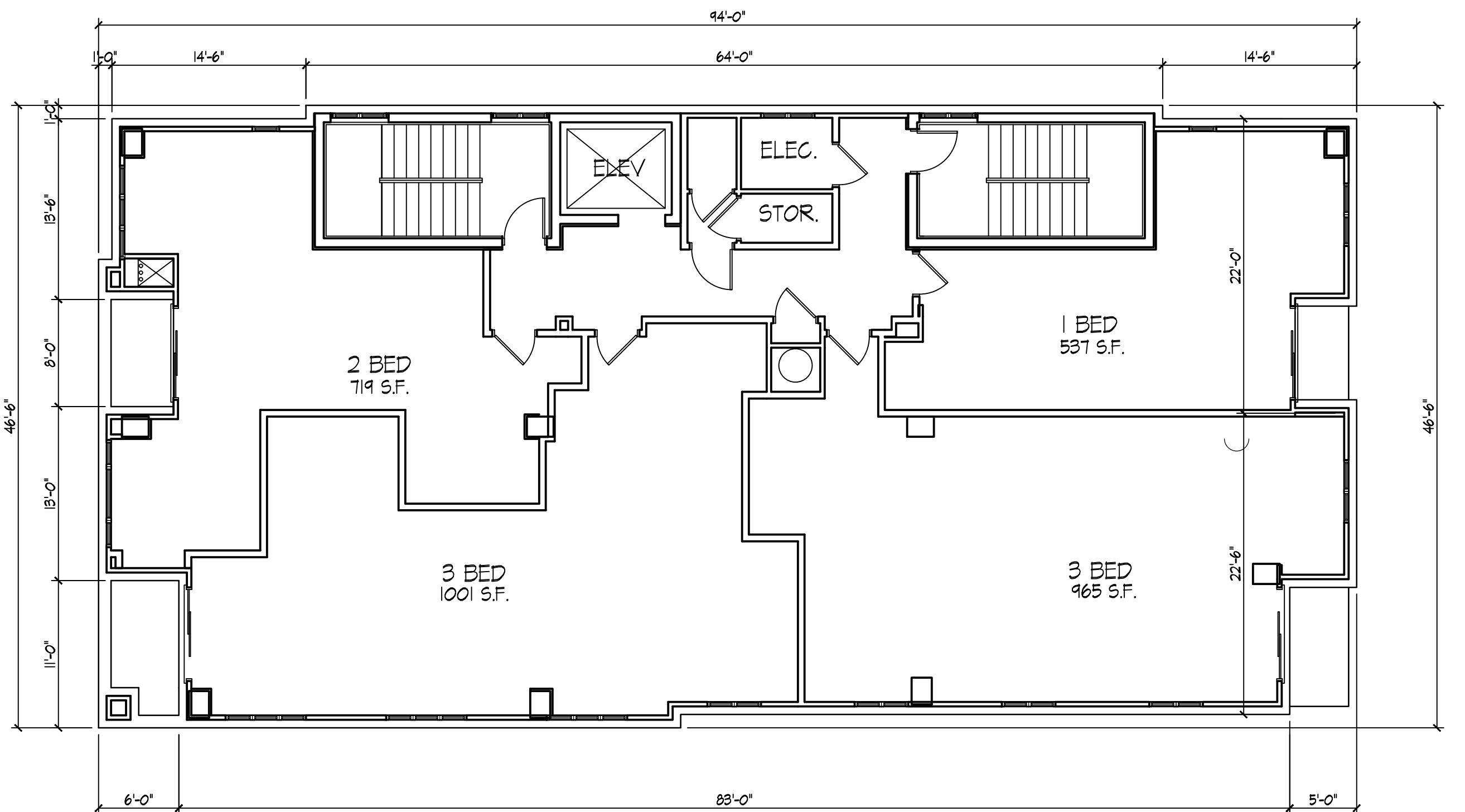
Basement Floor Plan

Project No.

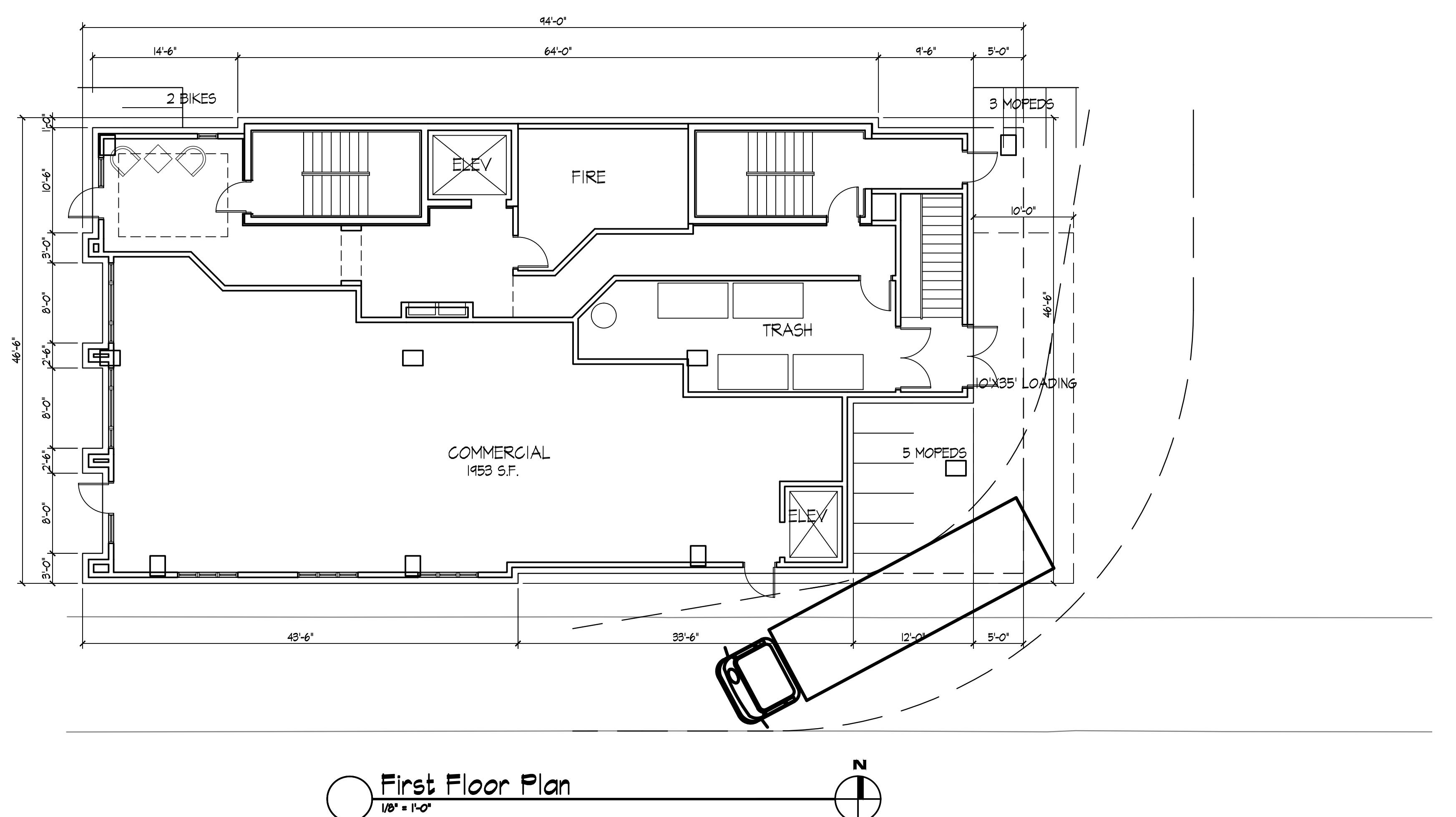
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Drawing No.

A-1.0



Second Floor Plan (Third-Tenth Sim)



First Floor Plan

Project Title

313 N. Frances Street

315 N. Frances Street

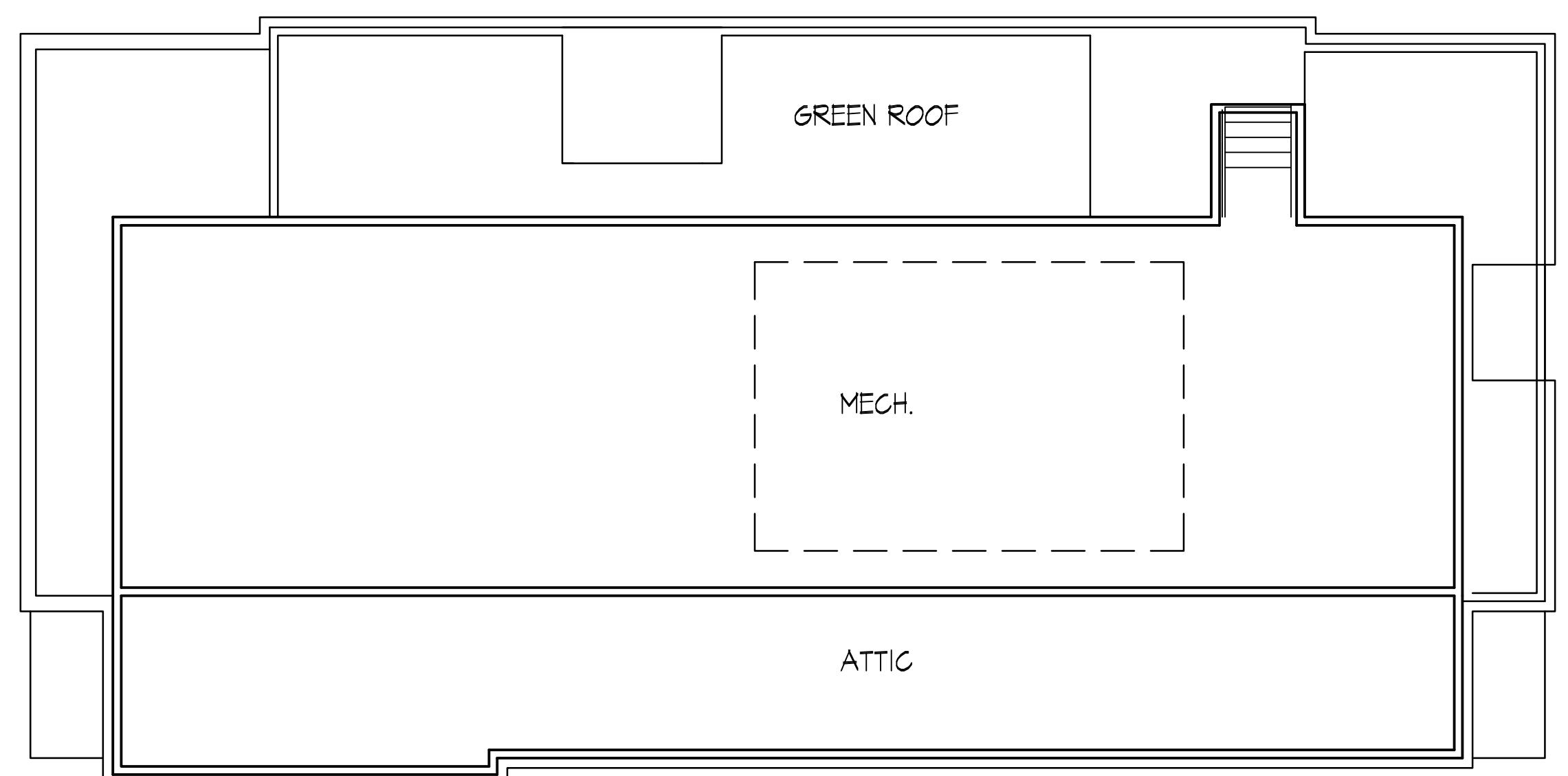
Madison WI

Drawing Title
First Floor Plan

Project No.

Drawing No.

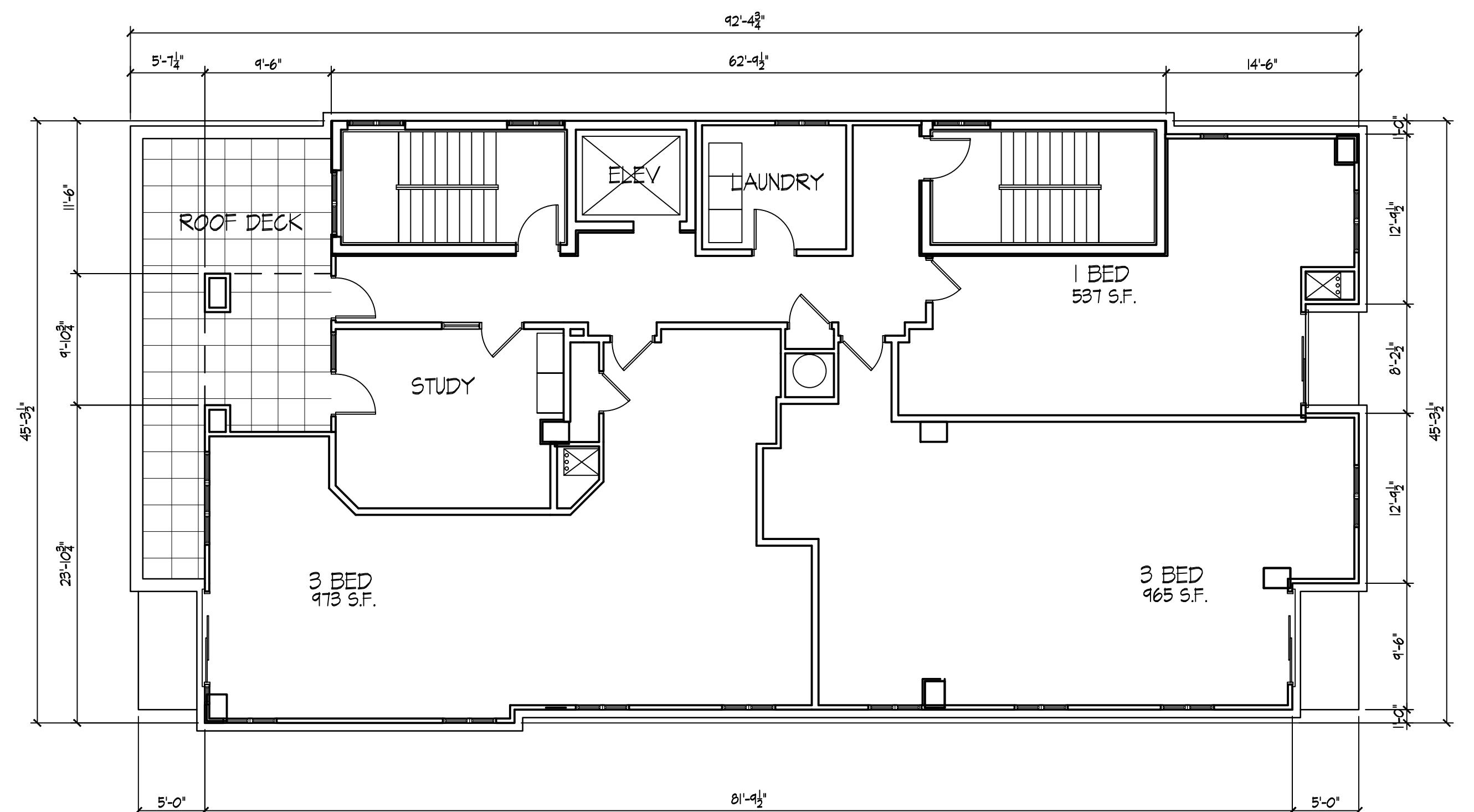
Notes



○ Penthouse/ Roof Plan
1/8" = 1'-0"



Revisions



Project Title
313 N. Frances Street
315 N. Frances Street
Madison, WI

Drawing Title
Eleventh Floor Plan & Penthouse

Project No.

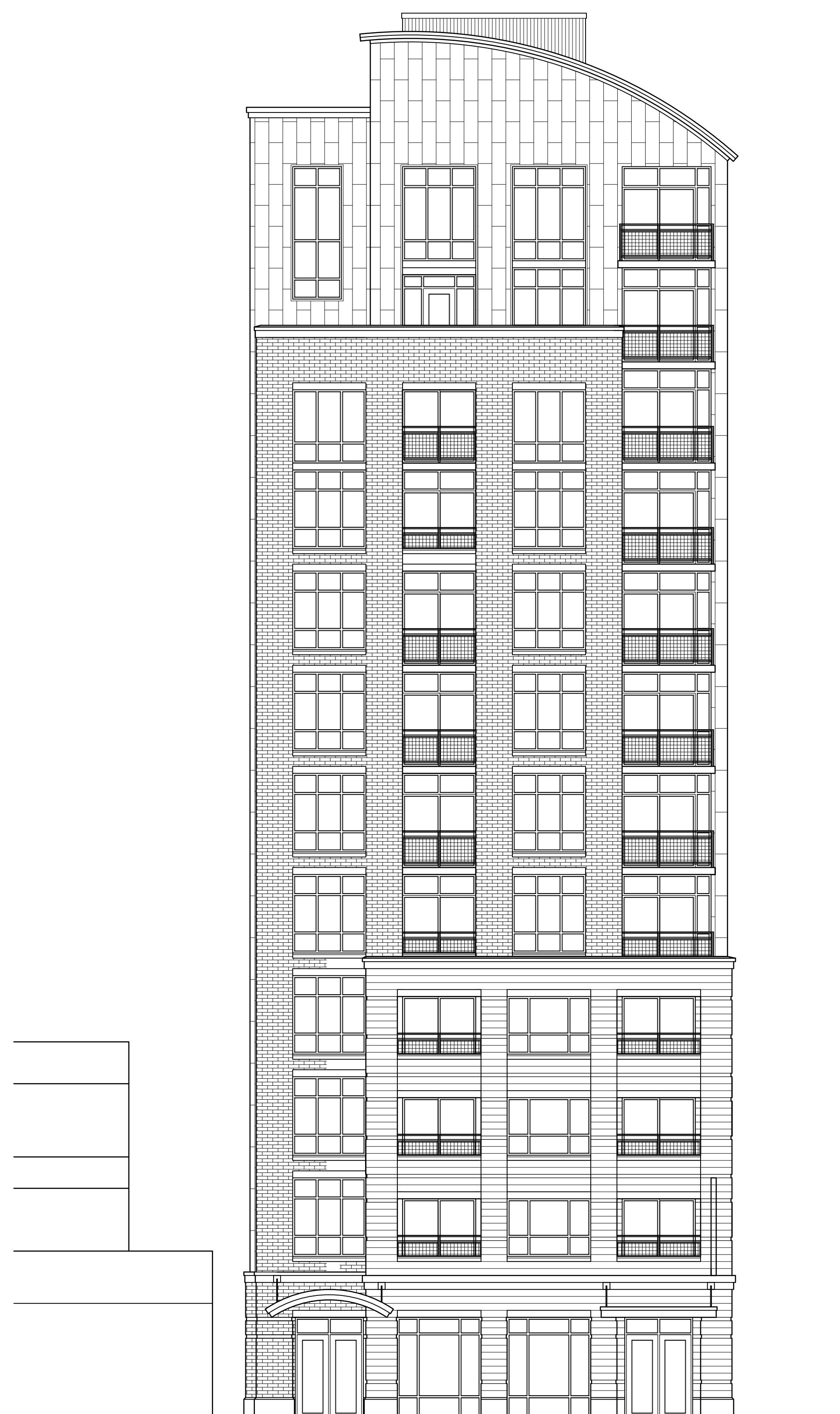
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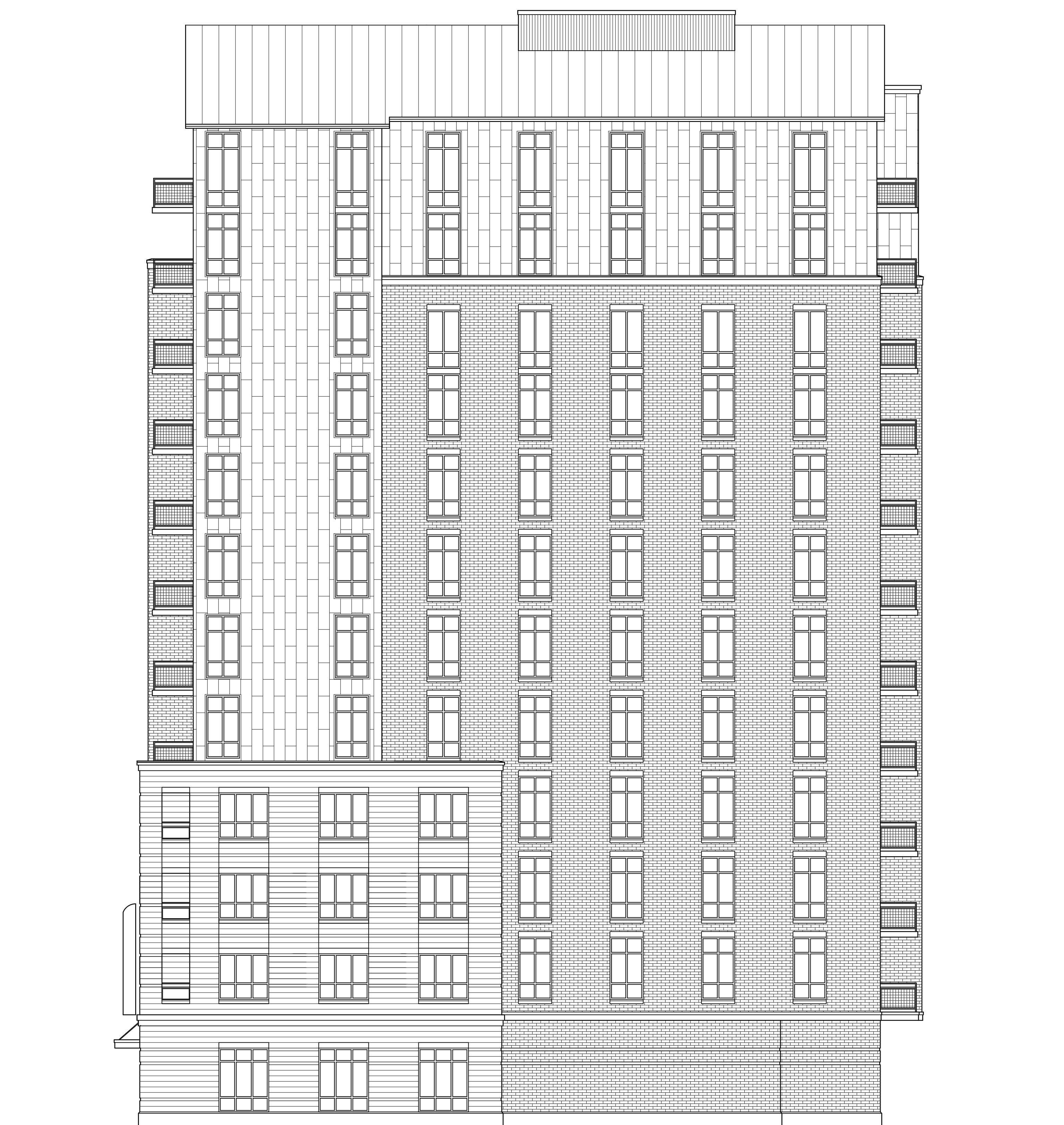
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○ Eleventh Floor Plan
1/8" = 1'-0"

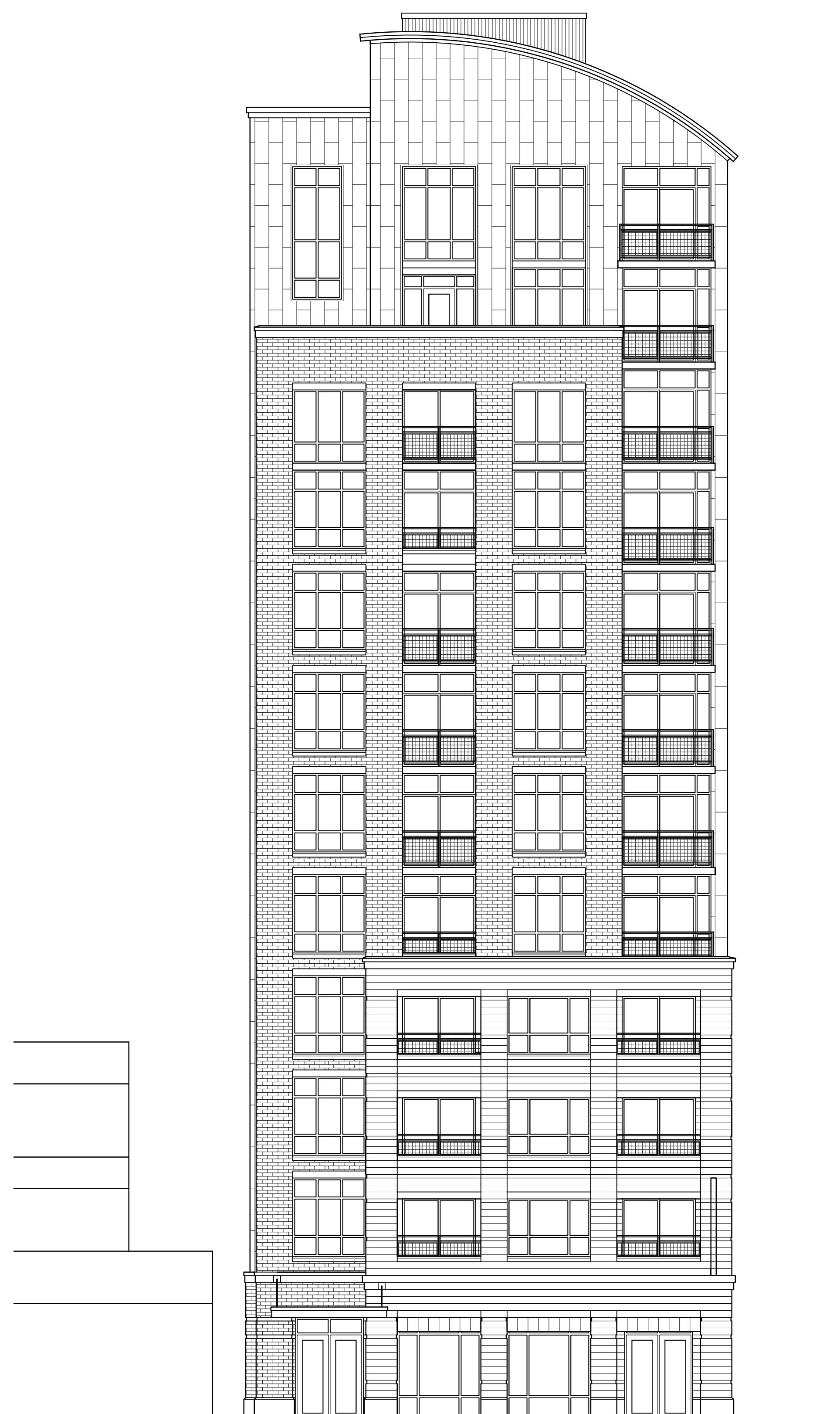




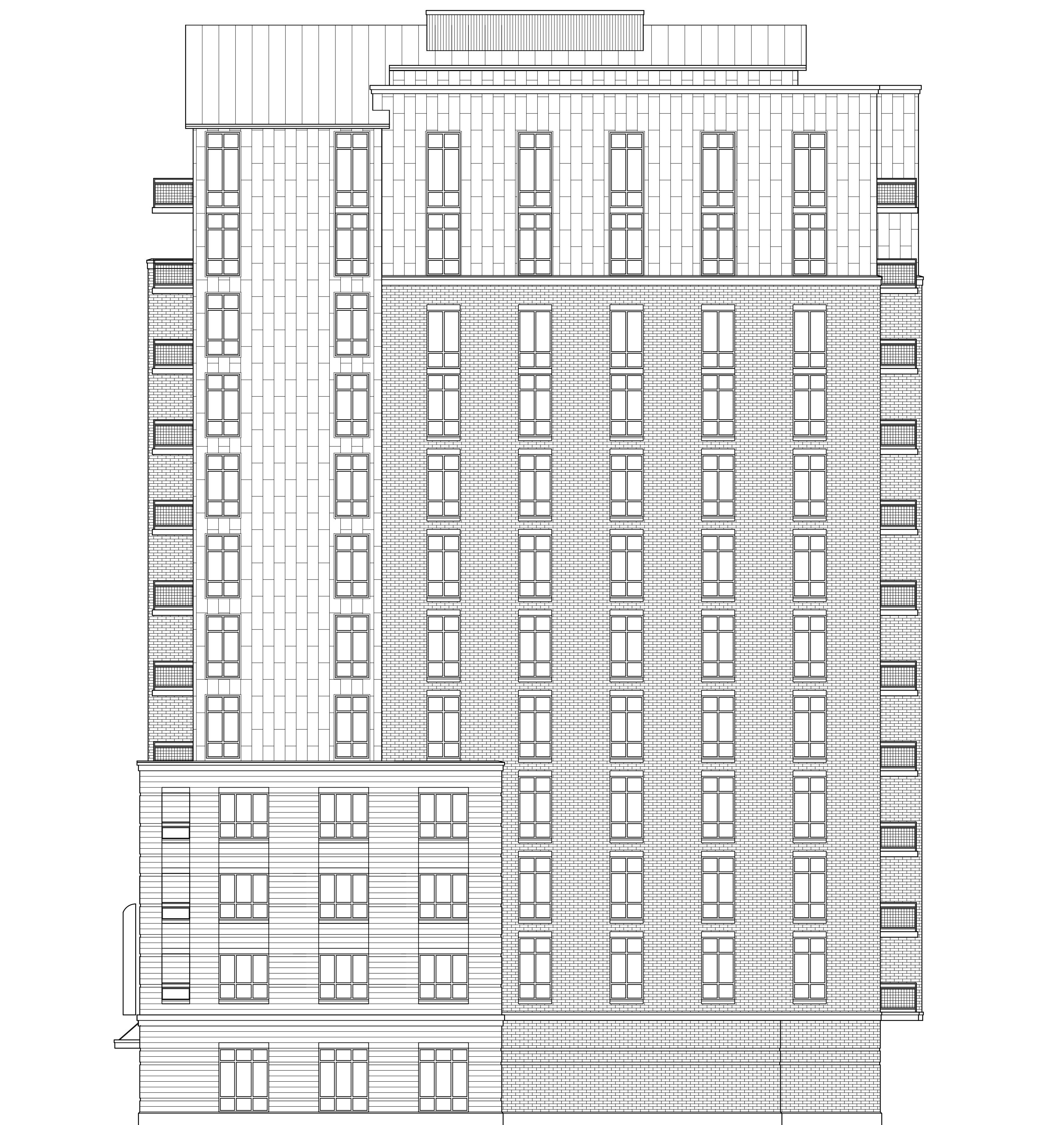
West Elevation
1/8" = 1'-0"



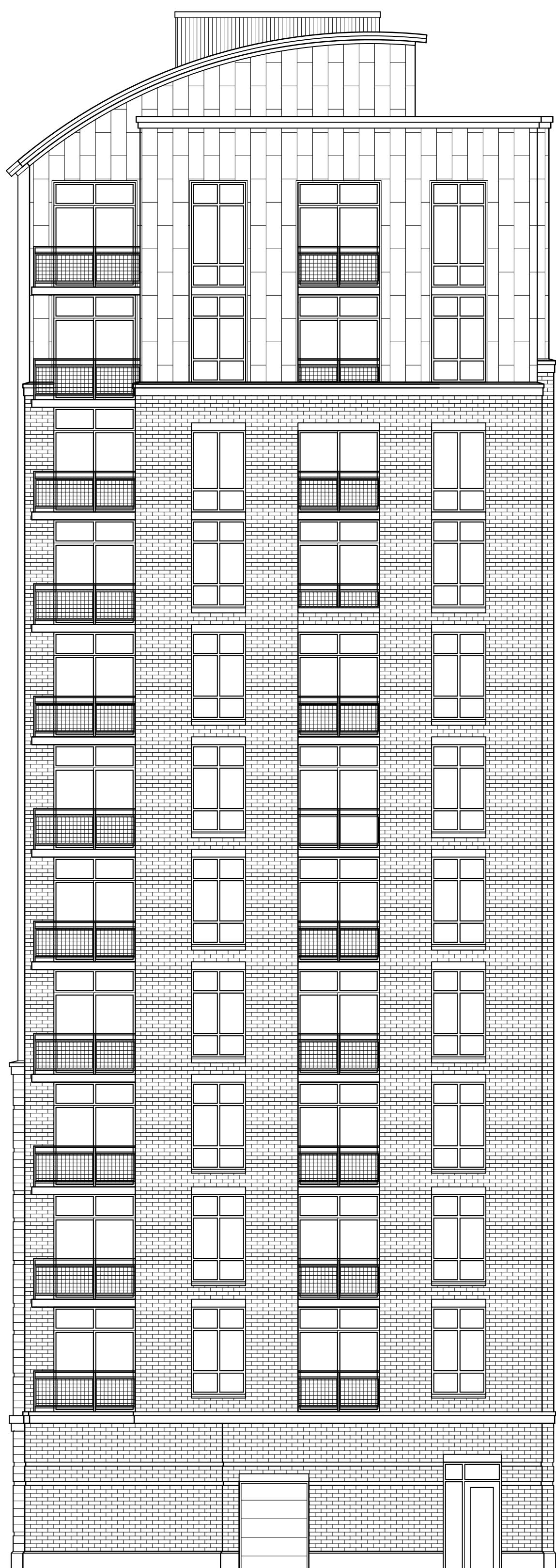
South Elevation
1/8" = 1'-0"



West Elevation
1/8" = 1'-0"

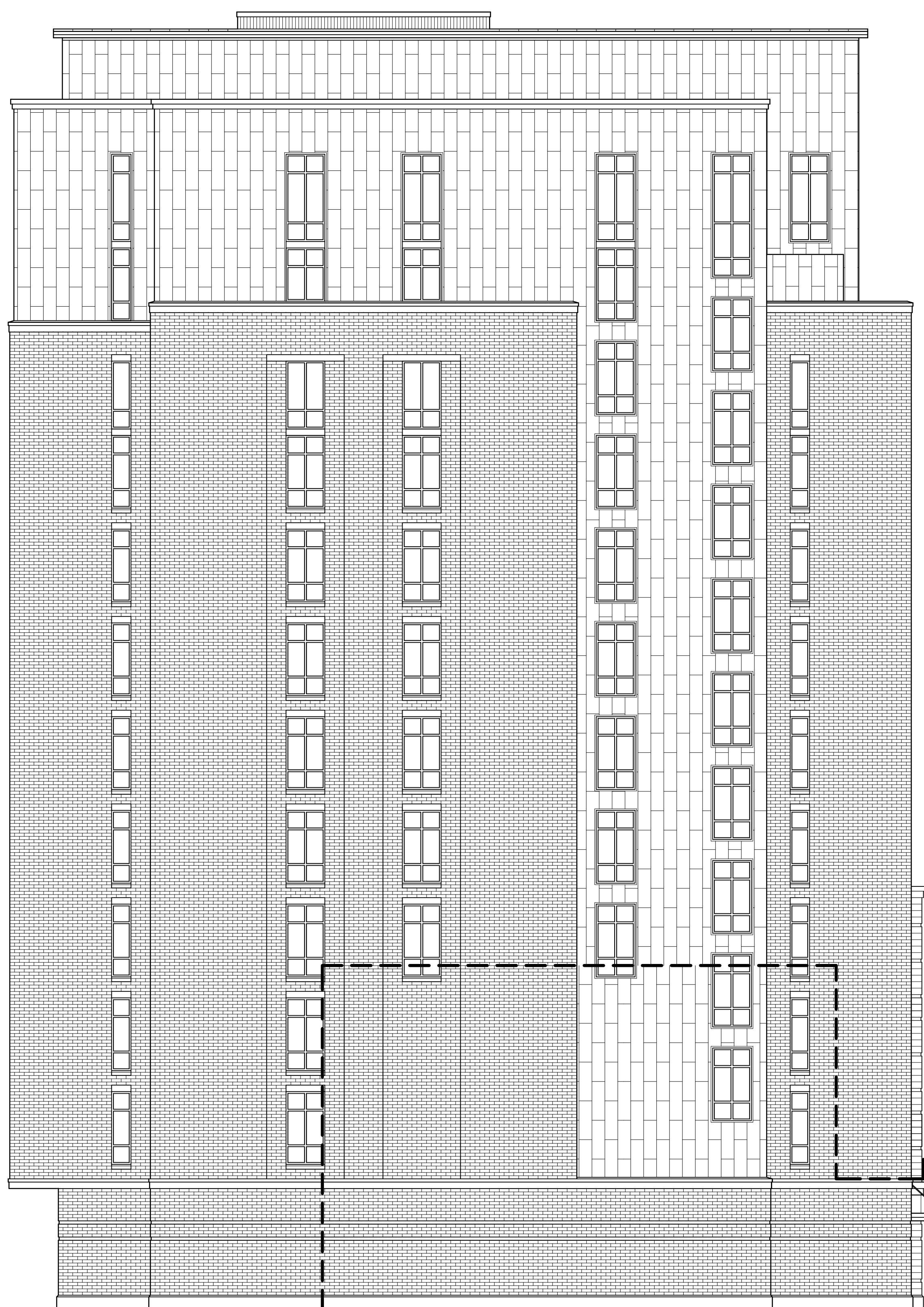


South Elevation
1/8" = 1'-0"



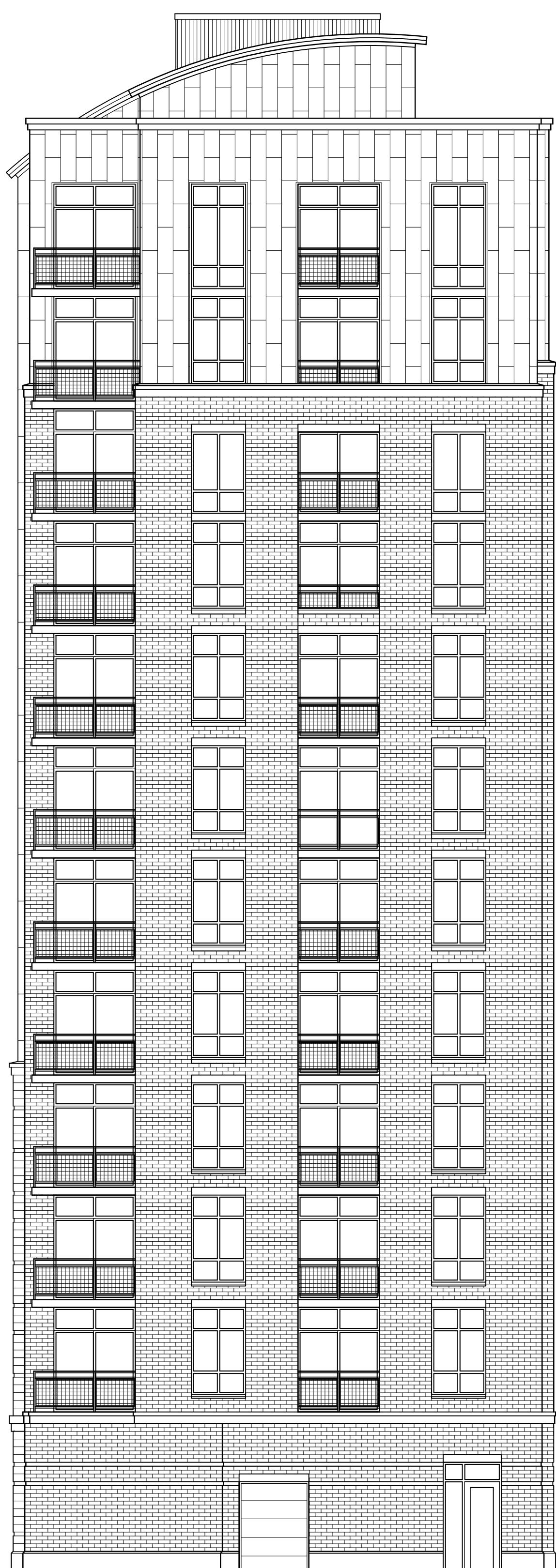
○ **East Elevation**

$1/8'' = 1'-0''$

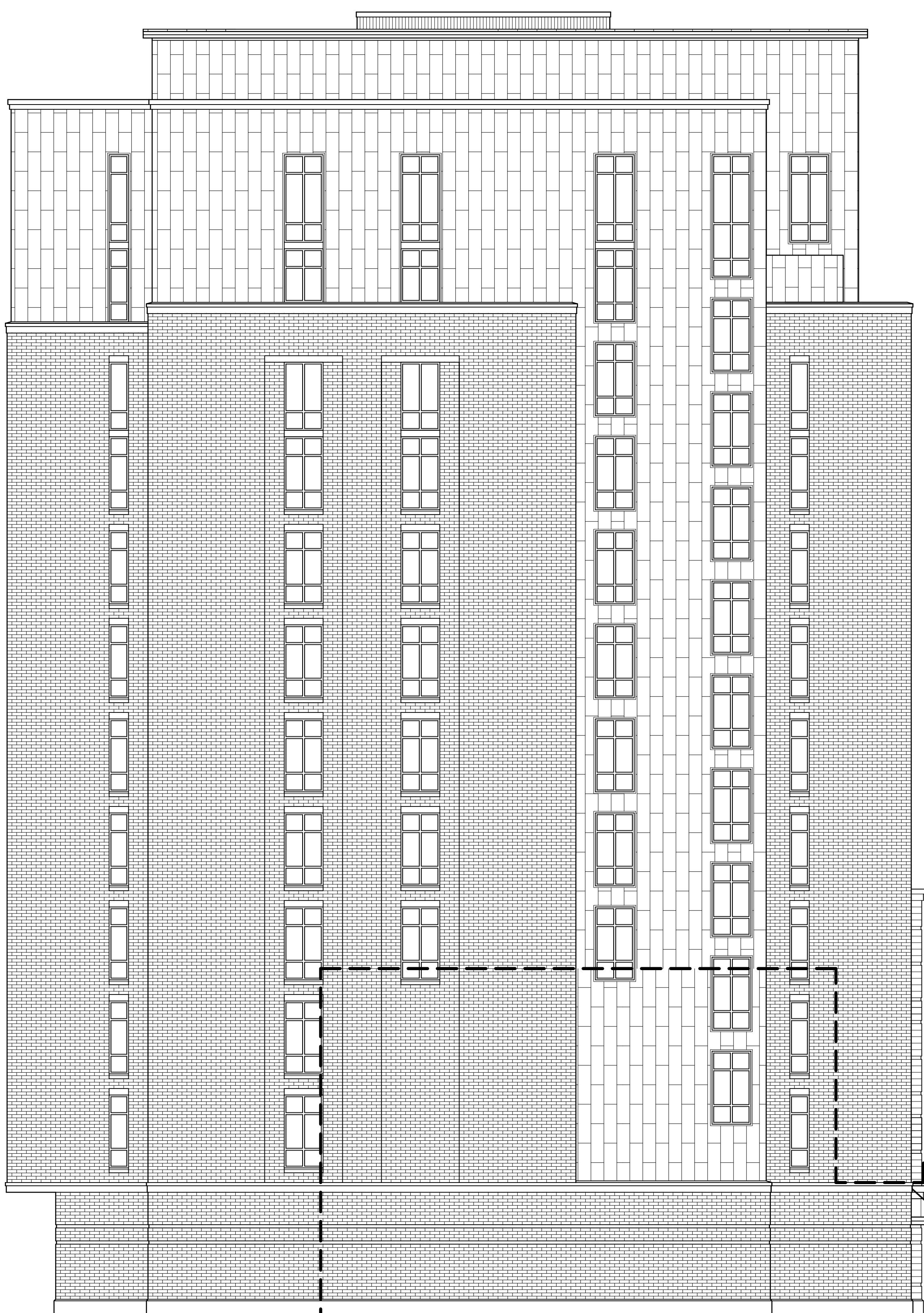


○ **North Elevation**

$1/8'' = 1'-0''$



○ **East Elevation**
1/8" = 1'-0"



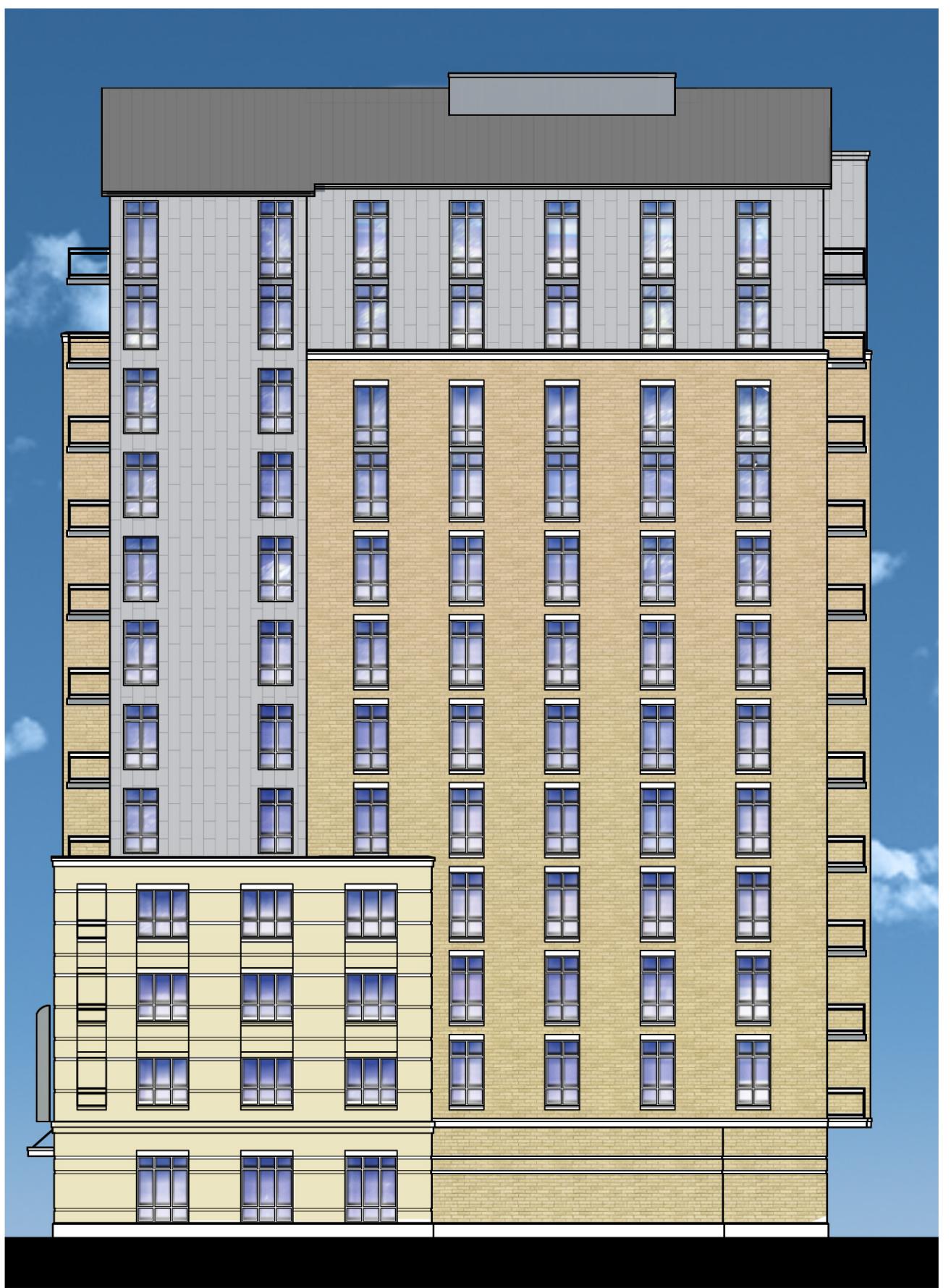
○ **North Elevation**
1/8" = 1'-0"



313, 315 Frances St

Elevations - Option B

November 19, 2012



313, 315 Frances St

Elevations - Option A

November 19, 2012