

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_

DATE SUBMITTED: <u>January 2</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>January 9</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 125 Randall Avenue

ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Richard Fritz Potter Lawson Inc.  
502 Owen Rd.  
Monona WI 53716-0000

CONTACT PERSON: Doug Hursh  
Address: 15 Ellis Potter Ct.  
Madison 53711  
Phone: 608. 274. 2741  
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E-mail address: dough.e.potterlawson.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 40,000 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)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

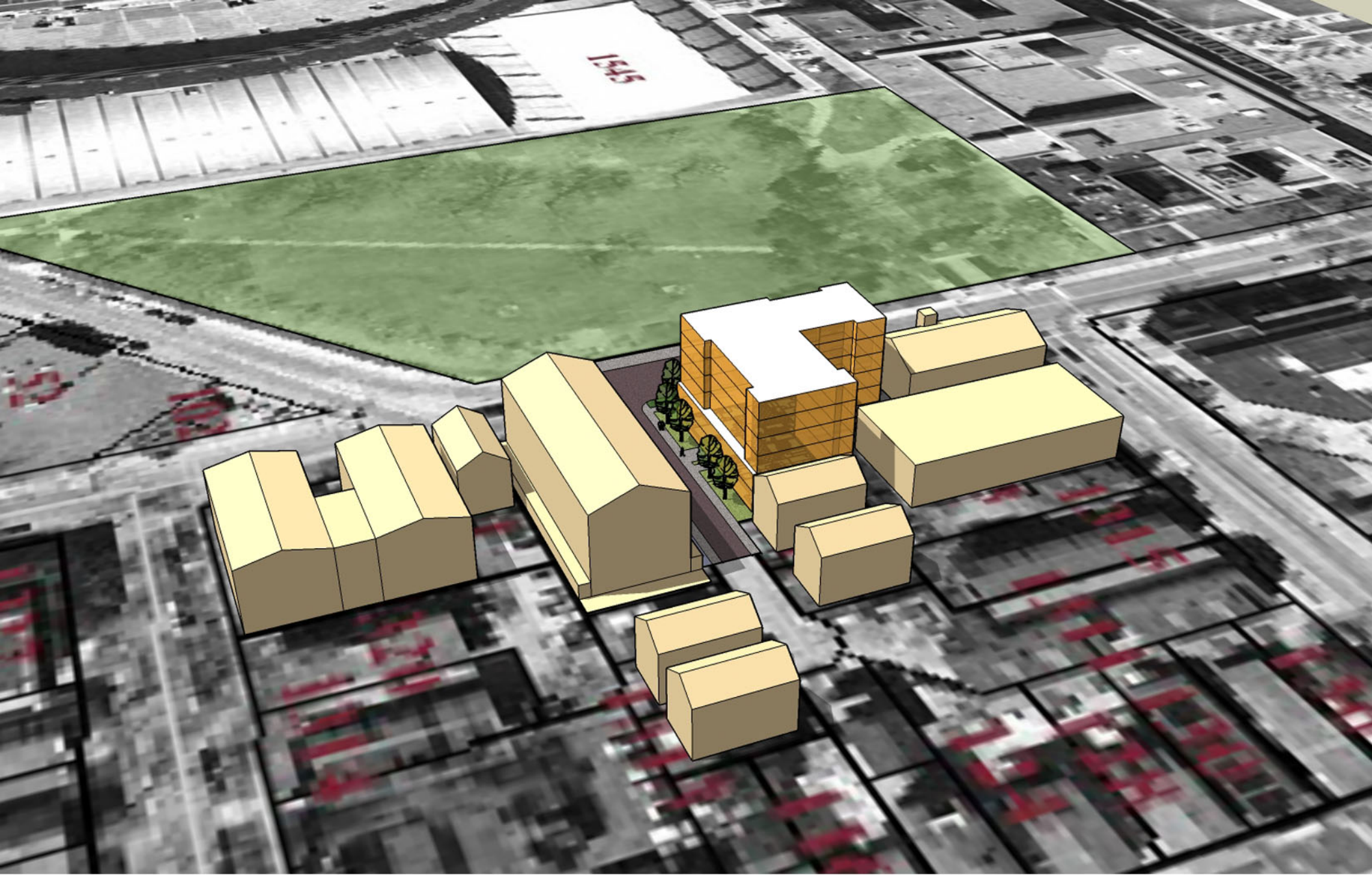


**RANDALL AVENUE SITE**

31 DECEMBER 2007

View from North West

**POTTER LAWSON INC.**



**RANDALL AVENUE SITE**

31 DECEMBER 2007

View from South West

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31 DECEMBER 2007

View From Monroe St.

**POTTER LAWSON INC.**

Randall Street Apartments  
UDC Informational Narrative  
December 26, 2007  
Potter Lawson Inc.

Richard Fritz owns 4 lots at the corner of Randall Avenue and Randall Court. There are houses on each of the lots that are used for student apartments. There is a 4+ story apartment building across Randall Court and adjacent to the site is the landmark Fire Station number 4 which has been converted to student apartments. The site allows great views toward the Camp Randall green space to the west.

We would like to redevelop these properties into student housing, increasing the density at this site and providing updated, green and energy efficient housing for the students.

The project will be developed as a PUD. The area is part of the Regent Street South Campus Neighborhood Master Plan. The RSSC master plan guidelines allow an 8 story building with a 10 foot set back on both streets and a 15' step back on the 3<sup>rd</sup> floor of Randall Court and a 15' step back on the 7<sup>th</sup> floor of Randall Avenue. The master plan has not yet been adopted by the city.

We have studied the site and have found that the 15 foot step backs make the project infeasible. We are requesting that the Urban Design Commission comment on the merits of the proposed project and the outlook of getting a project approved through UDC and Plan Commission that modifies the step back requirement in order to create a feasible project at this location.

We are proposing a 6 story building rather than the allowed 8 story height. The step back that is required on the 7<sup>th</sup> floor will make the 7<sup>th</sup> and 8<sup>th</sup> floors infeasible. Also the 6 story building will make a better transition to the scale of the adjacent fire station.

We are meeting the master plan site set back requirements of 10 feet on both streets but would like to reduce the 3<sup>rd</sup> floor step back on Randall Court from 15 feet to 5 feet. The 5 foot step back will still create a change in the building massing to provide a sense of scale to the street and will allow an adequate floor plate size for development.

Thank you for your consideration.

Attached:  
Site aerial photograph  
Existing building photos  
Massing Model



Engineering Dr.

W. Johnson St.

N. Randall Ave.

W. Dayton St.

**Project Site**

Randall Ct.

N. Orchard St.

Spring St.

Monroe St.

NORTH



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View from North West

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