

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 21, 2008
TITLE: 125 North Randall Avenue – PUD(GDP-SIP) for a 6-Story Student Housing Project. 8 th Ald. Dist. (08668)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 21, 2008	ID NUMBER:

Members present were: Bonnie Cosgrove, Marsha Rummel, John Harrington, Richard Slayton, Todd Barnett and Bruce Woods.

SUMMARY:

At its meeting of May 21, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(GDP-SIP) located at 125 North Randall Avenue. Appearing on behalf of the project were Jody Shaw and Doug Hursh, both representing Richard Fritz, Fritz Campus Properties. Prior to the presentation staff referenced a previous informational presentation on the project at its meeting of January 9, 2008. The presentation emphasized the need for flexibility in application for setback and stepback provisions in the proposed “Regent Street South Campus Neighborhood Master Plan.” Based on a review of the development concept the Commission generally noted support for a 7-foot setback along Randall Avenue similar to the setback of the adjacent former fire station property’s building, and that any required stepback be functional or usable greater than 6-feet in width. Staff also noted the Commission’s conditional recommendation to adopt the Regent Street-South Campus Neighborhood Master Plan (as Agenda Item No. 5) which did not provide any additional options in regards to required setback and stepback provisions in the plan. Staff further noted that consideration for flexibility with the required setback and stepbacks would have to be taken up by the applicant with Plan Commission and Common Council consideration of the plan. The project’s architects, Shaw and Hursh provided an update on the current status of the development, which provides for a 6-story building rather than the 8-stories allowed according to the plan for the area. The current plan also adheres to the 10-foot setback requirement from Randall Court but requests consideration for a 7’6” setback along Randall Avenue and a reduction to the 15-foot stepback along Randall Court at the third floor level to 7-feet. The team presented various options to address their issue with the 15-foot stepback at the third floor level off of Randall Court; noting that it makes the project infeasible. Following the presentation the Commission noted the following:

- The use of shrubs as a barrier at the ground floor level not strong enough, create a taller wall at street and lower building to eliminate ramping, utilizing a sense of contemporary design.
- Corner glass should go to the top and not terminate within the terra cotta band.
- Personal entry spaces at ground level or accessed to the exterior space is recommended.
- The proposal in terms of massing and architecture is OK.
- Consideration for a green roof is important in absence of balconies on some elevations.
- Question corner use for residential versus retail; put entry at corner adjacent to a nice public space.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 125 North Randall Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	6	-	-	6	7	7
	6	7	-	-	-	-	7	6

General Comments:

- Look at Randall Court/Randall Avenue as entry. If asking for exemptions to Regent Plan, offer public space to offset request for shorter setback.
- Ground floor retail? Great start.
- Building interface with public street and walk is critical to success; consider optional treatments.