

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** December 5, 2012

**TITLE:** 313 & 315 North Frances Street –  
PUD(SIP), Deconstruction of Two  
Residential Buildings and Construction of  
a New 12-Story Student Housing Building  
with First Floor Commercial Space. 4<sup>th</sup>  
Ald. Dist. (27839)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** December 5, 2012

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Henry Lufler, Cliff Goodhart, Marsha Rummel, Richard Slayton, John Harrington, Dawn O’Kroley and Melissa Huggins.

### **SUMMARY:**

At its meeting of December 5, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(SIP) located at 313 & 315 North Frances Street. Appearing on behalf of the project were J. Randy Bruce, the project architect; Scott Faust, Andy Stebnitz and Ted Kruz. Bruce presented the changes made which include delineation of the green roof elements showing sedum as the most appropriate in this location due to its limited observation and maintenance. In addition, moped parking has increased to 9 (covered) as well as 3 uncovered; four bicycle stalls essentially for the commercial use. The glass storefront has been pulled back to allow for a 4-foot setback along the sidewalk which allows for a deeper covered entrance point and a measure of outdoor seating. The unit mix has changed to allow for more spacious apartments and some of the services in the building; every bedroom has a window. He reviewed the building materials which include brick, cast stone and metal panels. He showed a perspective of the block and the neighboring uses. Heather Stouder of the Planning Division provided a memorandum discussing the current zoning code and how the plans may or may not meet the future zoning code requirements. The rear yard requirement of 10-feet is met on grade but not on floors 2-12; the landscaping requirement needs to meet the point and general regulations in the code. She noted that in the future any development in the UMX District would be reviewed by the Urban Design Commission. She remarked that the conditional use standards apply here, particularly number 4, and a traffic study could include number 6. At this point staff is still vetting the recent changes but their position has softened with regard to what the Plan Commission will see at their next meeting. She did note the important aspect in the Downtown Plan for Frances Street being recognized as a pedestrian street. Under the new Zoning Code they are to choose setbacks that might vary in the downtown area from the underlying base zoning district. Staff is currently working through the downtown area to propose these unique setbacks and this portion of Frances Street would likely be an area where they would recommend a 5-foot front setback to allow for more pedestrian activity to take place. By and large they see the building design as improved. Each apartment has a balcony that is about 50-60 square feet of usable space. The site right now, other than a very small front yard, is totally painted and covered. With our roof plan we probably now have more pervious area than we had before. Stouder mentioned that under the UMX District requirement just 10 square feet per bedroom of landscaping is required, which this project seems to meet with the balconies.

Comments and questions from the Commission were as follows:

- I understand the discomfort with having lot line to lot line, but if you look closely at what is going on around there, and if we're forward thinking, I don't think that the height is an issue. I like the design; whether it deserves the bonus stories I'd defer to the architects on that one. I would like to see this project go forward. We can't get hung up on what makes Madison uncomfortable with bigger projects.
- I like the building but I am uncomfortable with the setbacks. I am concerned about not having any open space anywhere, that sets a precedent.
- I was on the Plan Commission when we did these design zones and talked about this as a high-rise area. We wanted to try and get better architecture if we're going to go to that height and we did decide this area is appropriate. I don't have a problem with the bonus story.
- The mitigation on the site gives some street interest and that is something I was concerned about.
- The setback from the 4-story piece to the tallest piece is weak. I'd increase that setback. Things like the canopy being hung off of both buildings, that gives the sense of a false façade. I would keep that entry to that mass that you enter into.
- My concern is that if we continue to approve buildings like this we're going to have very barren streets.

**ACTION:**

On a motion by Huggins, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The Commission made a finding that this project meets the standards to qualify for bonus stories based on "exceptional design" and a waiver of bulk requirements and sufficient consistency with the "Exterior and Interior Design Criteria for Planned Unit Development Districts in Downtown Design Zones" on the project as designed. The motion also provided for the City Parks Division to consider bump-outs for tree planting.

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, 6, 6.5 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 313 & 315 North Frances Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	8	4	-	-	5	7	6
	5	7	3	-	-	5	8	6.5
	-	-	-	-	-	-	-	8
	-	7	-	-	-	4	8	6

General Comments:

- No real landscape plan sets a precedent in this important pedestrian corridor between State Street and the Kohl Center.
- A great addition to the campus.