

City of Madison, Wisconsin

---

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** November 7, 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:** November 7, 2012

**ID NUMBER:**

---

Members present were: Richard Wagner, Chair; Tom DeChant, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroley and Marsha Rummel.

\*Huggins was excused at 6:15 p.m.

**SUMMARY:**

At its meeting of November 7, 2012, the Urban Design Commission **REFERRED** consideration of a PUD(SIP) located at 313 and 315 North Frances Street. Appearing on behalf of the project were J. Randy Bruce and Scott Faust. Bruce presented revisions to the proposal through elevational photos. Changes made include loading at the back of the site, 8 moped stalls in the rear and a rear entrance to the building. Four bicycle stalls will locate parallel to the building along Conklin Place. The first floor will accommodate 2,000 square feet of commercial space. Stairs to the basement are wider with a sizable ramp alongside of it for storage of up to 96 bicycles in the basement in an attempt to provide one bicycle stall per bedroom. The building materials will include vertical metal panels.

Heather Stouder of the Planning Division spoke to the improvement of the north façade and the proximity to the side lot line. There are still concerns about the complete maxing out of this property. It’s not necessarily about height and density; the height issue relates to the Downtown Design Zone standards and whether or not they meet the bonus story criteria. Planning Division staff didn’t see a clear reason in the design to have those two extra stories. The stepback on the eleventh floor helps bring this project closer to meeting that criteria. The density is the greatest in the City in terms of bedrooms per acre. Staff isn’t concerned with the density in and of itself, as long as that density can be well supported within the programming of the building and site. Their major concern comes down to the fact that the site and the interior program might still be inadequate to serve the density being proposed. There is hardly any moped parking provided (less than 10%). This project “blows the design standards out of the water.” The building as proposed now doesn’t meet the standards for the UMX Urban Mixed Use District (future zoning district at this location). Land use/design issues include lack of moped parking, bicycle parking, lack of storage, and lack of a detailed floor plan. Precedent is also an issue with such a small lot, they are unsure if this small space can support the programming of this building.

Comments and questions were as follows:

- That's a long distance for the bicycles to go to the basement and I wonder how many will actually use it. They'll put them in places we don't want them.
  - They can use the elevator also. And realistically people with expensive bicycles will take them up to their apartments.
- Is there still a height issue? Yes, in address of the Design Criteria.
- I'd like to see some studies on the building without the barrel vault; I think it accentuates the height of the building beyond its 12 stories. I think this is a really nice looking building but the top detracts from what you've got as a really nice design.
- I don't mind the barrel but if you do go with a flat roof, look at green roofs.
- What if instead of "holding the building down" the roof expresses itself and is open ended. You have this very nice asymmetrical read starting which could lead to the spring point of a roof form that's not symmetrical.
- It seems like you're trying to shoehorn this building on too small a lot. I think you're not really meeting the standards.
- Your three-story base feels like a gesture to relate to your three-story neighbor, but a four-story base would also relate to your neighbor. Or a tall three-stories. For your overall composition and the strength of your building composition I would look at increasing the height of that.

### **ACTION:**

On a motion by Rummel, seconded by Harrington, the Urban Design Commission **REFERRED** consideration of this item in order to provide address of the Exterior and Interior Design Criteria as it applies to Downtown Design Zone 2. The motion was passed on a vote of (4-3) with Huggins, Slayton and Lufler voting no.

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 5, 6 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	-	5	-	-	-	-	5
	-	8	-	-	-	-	7	8
	5	6	-	-	-	5	7	6

General Comments:

- Too much program for a very small space.