

City of Madison, Wisconsin

---

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** March 21, 2012

**TITLE:** 1323 West Dayton Street – PUD(GDP-SIP) for a Sixty-Five Unit Housing Project.  
8<sup>th</sup> Ald. Dist. (25323)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** March 21, 2012

**ID NUMBER:**

---

Members present were: Richard Wagner, Melissa Huggins, Henry Lufler, Todd Barnett, Marsha Rummel and Dawn O’Kroley.

**SUMMARY:**

At its meeting of March 21, 2012, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP) located at 1323 West Dayton Street. Appearing on behalf of the project were Randy Bruce and James Stopple. Appearing neither in support nor opposition was Paul Ament, representing J.R. Fritz, an adjacent property owner. The Secretary remarked that he had asked Randy Bruce to address the 10-foot setback as adopted in the Regent Street Neighborhood Plan, as well as the Landmarks issue of the 3-story component adjacent to the Shire House, and address the density issues because they are not consistent with the neighborhood plan or the Comprehensive Plan. The revised plans show the 3-story piece increased to 4-stories and integrated the architecture more cohesively. Their goal is to deal with the frontage along Dayton Street and keeping the street edge, and relate to the open space created by the new Union South. The upper level and main entrance of the building have been rotated to respond to the entry point at Union South. Bruce had thought their meeting with the Landmarks Commission approved the four story elements; the Minutes reflect approval of a 3-story building. They did want the setbacks adjusted in certain areas so the four-story piece is identifiable. Huggins found this much more elegant than the 3-story proposal. The neighborhood plan requirement for a setback of 10-feet was discussed; Bruce stated that they are getting more of a front yard than what the plan calls for as the building setback increases from its closest point of 2’-6” on its westerly frontage of Dayton Street to 31’-0” at the easterly corner of the building; which in total is considerably more than a contiguous setback of ten-feet. It provides that they can relate to the setback of the fire station to the west (the station is at the property line), it allows them to get a nice fourth-story projection and allows for this rotation. The canted setback will provide 1,100 square feet of open space at the front building setback in excess of the 245 square feet that a consistent ten-foot setback would provide. Bruce addressed the density issue with the limitation of 40-60 units per acre; the Planning Division acknowledged there was a discrepancy between the number they had ascribed to high density and the rest of the plan. Looking at the densities in the area, it is consistent with the rest of the student housing they have done over the last 4-5 years. Wagner remarked that this is a great example of how the prescriptive plan (Regent Street-South Campus Neighborhood Plan) tries to avoid something bad, but that a good design can solve the problem. Rummel asked if Bruce had had a conversation with the neighbor who had

attended the last meeting; he responded that they have had discussions with Potter Lawson but does not know if there is any cooperation with the parties.

Bruce noted that the plan starts to evolve around the backside of the building there is a more grid-like architecture that will start matching the surrounding buildings. Huggins liked the way the brick hugs the twisted element and doesn't go all the way around. Barnett said his issue was not the plan form, it's the vertical termination of the brick. O'Kroley suggested leaving it in the front and making the brick element taller in the back; look on the other elevation and how that large brick mass gives the corner a "chewed" out aspect. Rummel would not want to lose the energy of this building by making it too boxy. O'Kroley commented that the metal piece on the window spacing; she encouraged studying those bays differently and possibly the way the windows are treated above the medium brick box. It could perhaps have its own personality in terms of window openings which would be more dramatic and point you towards the entry. The inconsistency with the awnings should also be studied.

### **ACTION:**

On a motion by Lufler, seconded by Huggins, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for the following:

- Although a consistent ten-foot setback is not provided, the bulk requirements of the neighborhood plan are being met within the building envelope as designed which creates a greater graduated setback as the building recedes on the easterly frontage of the lot. The density issue is negated by the fact that it is comparable to other student housing developments within the area.
- When facing the building on the street, the thin brick element shall be the same height all the way to the back.
- When you look at the entry piece, the canopy should be separate from the adjacent balcony.

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 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1323 West Dayton Street**

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

General Comments:

- Interesting dynamism of upper stories. Meets neighborhood plans for bulk. Density seems fine, 4-story element respects adjacent history.