



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 317-323 E Wilson Street

Application Type: Redevelopment of an existing building into an extended stay hotel in the UMX District – Initial/Final Approval is Requested

Legistar File ID # [69918](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Andy Inman, North Central Group | A.J. Robitschek, GBA

Project Description: The applicant is seeking Initial/Final Approval for the adaptive re-use of the existing buildings currently known as Rubins Furniture into an extended stay hotel with approximately 45 guest rooms, rooftop patio, and fitness room. The scope of work includes the restoration and repair of the four-story masonry building and exterior renovations to the adjacent two-story building.

Approval Standards: The Urban Design Commission (UDC) is an **approving** body on this request. Section [28.076\(b\)](#) includes the related design review requirements which state that: *“All new buildings less than twenty-thousand (20,000) square feet and are not approved pursuant to (a) above, as well as all major exterior alterations to any building shall be approved by the Urban Design Commission based on the design standards in [Sec. 28.071\(3\)](#) and the [Downtown Urban Design Guidelines](#).”* Note, Section 28.071(3) only applies to additions and new construction, not façade alterations.

Related Zoning Information: The property is zoned Urban Mixed-Use (UMX). The Planning Division understands that the proposed development is considered a permitted use under the Zoning Code. The UMX zone district also outlines design standards that are applicable to all new buildings.

Summary of Design Considerations

Staff recommends that the UDC make findings and base their decision regarding the aforementioned standards and guidelines. As part of this review, staff recommends consideration be given to the following:

- **Exterior Materials on “2-Story” Building.** Staff requests the Commission provide feedback on the proposed EIFS. Staff notes the building material standards per the UMX zone district state that EIFS/Synthetic Stucco is an appropriate trim/accent and top of building material. In addition, footnote D notes that such materials shall not be located with three feet of the ground. As proposed, the EIFS is in excess of what would be permitted on a new building. However, that standard does not apply to alterations and thus, staff believes that EIFS, as proposed, is not precluded by the Zoning Code. Staff requests careful consideration be given to this element, noting various factors, including that this is an in-kind replacement; the applicant’s design intent to create a simpler façade so as not to visually compete with the adjoining historic restoration efforts; and the adopted Design Guidelines encouragement of “high quality” materials.
- **Signage.** Potential sign areas and sign types are noted on the building elevations. Staff requests UDC review and comment on the proposed sign locations and types. Please note that separate review and approval will be required for all new signage.