



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 437-445 W Johnson Street, 215-221 N Bassett Street, and 430-440 W Dayton Street
Application Type: New Residential Building in UMX Zoning – Informational Presentation
Legistar File ID # [75228](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Chad Matesi, Core Madison Bassett, LLC | Brian Munson, Vandewalle & Associates

Project Description: The applicant is proposing the construction of a student housing project comprised of two residential towers, one 12 stories, located along W Johnson Street and one six stories, located along W Dayton Street. The proposal includes 254 housing units ranging in size from studios to five bedroom apartments and including some first floor townhome units with individual entrances. As part of the development proposal, the applicant is proposing to rezone the property to Urban Mixed Use (UMX).

Approval Standards: The Urban Design Commission (UDC) will be an **advisory** body on this request. Section [28.076\(b\)](#) includes the related design review requirements which state that: “All new buildings that are greater than twenty-thousand (20,000) square feet or that have more than four stories shall obtain Conditional Use approval. In addition, the UDC shall review such projects for conformity to the design standards in [Sec. 28.071\(3\)](#) and the [Downtown Urban Design Guidelines](#) and shall report its findings to the Plan Commission.”

Related Zoning Information: The property is currently zoned a combination of Urban Mixed-Use (UMX) and Planned Development (PD). With this proposal, the applicant would rezone the entire property to the UMX district, as noted above. The Planning Division understands that the proposed development is considered a conditional use under the Zoning Code. In addition, the Capital View Preservation Limit will also apply to the proposed development. As noted in the Zoning Code, the maximum ground story height is 18 feet, minimum 12 feet, and the maximum story height for upper stories is 14 feet. As noted in the Downtown Height Map, the maximum recommended height is 12 stories along W Johnson Street and six along W Dayton. As proposed, staff believes that as a result of the proposed mezzanine level, the project is **not** consistent with the recommended height limitations.

The UMX zone district also outlines design standards that are applicable to all new buildings. As a reference, the design related zoning standards outlined in the UMX zone district are included as an attachment to this report, including, but not limited to those related to building entrance orientation, façade articulation, height, fenestration, and materials.

Design-Related Plan Recommendations: The project site is located within the [Downtown Plan](#) (the “Plan”) planning area within the Johnson Bend district, which is an area recommended for higher intensity residential development. As noted in the Plan, this area is characterized by its high-density apartment building, however is “...contains a variety of building types, styles and character that do not relate well to one another.”

Summary of Design Considerations

Staff recommends that the UDC provide feedback on the development proposal regarding the aforementioned standards related to the items noted below.

- **Height and Proportions.** As noted above, as a result of the proposed mezzanine levels, both buildings appear to be in excess of the maximum permitted height as noted in the Zoning Code, Height Map. The proposed mezzanine level increases the ground floor, floor heights and changes the “read” of the buildings’ proportions and story-heights. Consideration should be given the overall building height relative to the building proportions and scale of building components, especially along the pedestrian level.

Staff notes that rooftop amenities are also proposed. The applicant is advised that, as part of a Conditional Use approval, rooftop access (elevator overruns and stair towers) is limited to the minimum necessary to maintain Building Code compliant egress.

- **Building Design.** As shown in the proposed elevation drawings, there is significantly more architectural detailing on the W Johnson tower than the W Dayton tower, including the gridded frame, residential balconies, etc. In addition, both buildings have significant blank walls expanses both along pedestrian pathways, and that will be visible from the street, including the northeast corner of the W Johnson tower and the W Dayton Street façade of the W Dayton tower. While the design does not to match, staff believes that the Dayton-facing façade should be designed with a similar level of architectural interest as it too is a front façade. Staff requests the Commission’s feedback on the overall design of both building towers, including those noted in the Downtown Urban Design Guidelines related to massing, proportions and relationships of architectural components relative to surrounding development, shade and shadow, architectural detailing of street facing facades, positive termination at the top of the building, integration of rooftop equipment, etc.
- **Longviews and Sensitivity to Context.** Due to location of this site within a major transit and W Johnson view corridor, consideration should be given to the composition of the overall building design and materials as part of the overall cityscape, as well as how the proposed building relates to the immediately surrounding context and transitions to scale of development along W Dayton Street, which is significantly different than the W Johns Street frontage. Staff acknowledges that while contextual information was provided in the application materials, a representation of how the building “fits in” with the current built environment was not provided. As noted in the Downtown Plan and Downtown Urban Design Guidelines, consideration should be given to how buildings and their architectural design not only relate to each other in the immediate context and scale, but also within the larger cityscape.
- **Building Materials and Composition.** The proposed building material palette consists of stone base with metal panel and “the grid,” however it is unclear what the materiality of this element is, on the upper floors. Staff requests the Commission provide feedback on the overall building material palette and its detailing giving consideration to the Downtown Urban Design Guidelines, which generally speak to utilizing high quality, durable building materials and appropriate scale, color, texture, architectural detailing to create an enhanced pedestrian environment, as well as providing continuity in the finish and detailing of all four sides of each of the building components. Staff requests the Commission’s feedback on the proposed building material palette and composition.
- **Unit Entry Orientation.** While there are multiple at-grade building and unit entries shown on the site plan creating a positive building orientation towards the street and surrounding development, however some unit entries are oriented towards adjacent rear and side yards. Consideration should be given to how the unit entries relate to the surrounding development and possible future development in the area. While staff is not currently aware of any redevelopment proposal on the abutting properties, the zoning would allow for minimal setbacks and staff questions whether individual unit entrances, as proposed, is the most appropriate solution in such cases. Staff requests the Commission’s feedback on the building design along

the internal pedestrian pathways, including limiting blank wall expanses, providing an adequate landscape buffer, lighting, etc.

- **Building Entry Orientation.** While the plans appear to successfully orient the building to W Johnson Street, which appears to serve and function as the main building entry, there does not appear to be clear common building entrances from W Dayton Street or N Bassett Street. Consideration should be given to providing multiple common building entries accessing the main lobby from N Bassett and W Dayton streets, as well as for services, deliveries, and drop-offs and pick-ups. Staff requests the Commission's feedback on the overall building entry orientation, as well as the location and accessibility for service oriented activities.

**ATTACHMENT:
28.071 (3) DESIGN STANDARDS FROM ZONING CODE**

(3) Design Standards.

The following standards are applicable to all new buildings and additions, within any ten- (10) year period, exceeding fifty percent (50%) of existing building's floor area for non-residential buildings, mixed-use buildings, lodging houses, and residential buildings with 8 or more dwelling units.

(a) Parking.

1. Parking shall be located in parking structures, underground, or in surface parking lots behind principal buildings. Parking structures shall be designed with liner buildings or with ground floor office or retail uses along all street-facing facades.
2. For corner lots or through lots, rear yard surface parking areas abutting any street frontage are limited to fifty percent (50%) of that frontage, and shall be located a minimum of ten (10) feet from the street property line.
3. Parking garage openings visible from the sidewalk shall have a clear maximum height of sixteen (16) feet and a maximum width of twenty-two (22) feet. Garage doors or gates shall be located a minimum of ten (10) feet from the front property line. Doors to freight loading bays are exempt from this requirement.
4. No doors or building openings providing motor vehicle access to structured parking or loading facilities shall face State Street, King Street, or the Capitol Square.

(b) Entrance Orientation.

1. Primary building entrances on all new buildings shall be oriented to the primary abutting public street and have a functional door.
2. Additional secondary entrances may be oriented to a secondary street or parking area.
3. Entries shall be clearly visible and identifiable from the street, and delineated with elements such as roof overhangs, recessed entries, landscaping, or similar design features.
4. Within ten (10) feet of a block corner, the facade may be set back to form a corner entry.

(c) Facade Articulation.

1. The facades of new buildings more than forty (40) feet in width shall be divided into smaller vertical intervals through techniques including but not limited to the following:
 - a. Facade modulation, step backs, or extending forward of a portion of the facade.
 - b. Vertical divisions using different textures, materials, or colors of materials.
 - c. Division into multiple storefronts, with separate display windows and entrances.
 - d. Variation in roof lines to reinforce the modulation or vertical intervals.
 - e. Arcades, awnings, window bays, arched windows, and balconies to reinforce the vertical intervals.

(d) Story Heights and Treatment.

1. For all buildings, the maximum ground story height is eighteen (18) feet, measured from the sidewalk to the second story floor. An atrium that exceeds eighteen (18) feet will be considered more than one (1) story.
2. Upper stories shall not exceed fourteen (14) feet floor to floor.
3. For all buildings, the minimum ground story height is twelve (12) feet, measured from the sidewalk to the second story floor.

4. For non-residential uses, the average ground story floor elevation shall not be lower than the front sidewalk elevation nor higher than eighteen (18) inches above the sidewalk elevation.
5. For ground-story residential uses, landscaping, steps, porches, grade changes, and low ornamental fences or walls or similar treatments shall be located between the sidewalk and the front door to create a private yard area.

(e) Door and Window Openings.

1. For street-facing facades with ground story non-residential uses, the ground story door and window openings shall comprise a minimum of fifty percent (50%) of the facade area.
2. For street-facing facades with ground story residential uses, ground story openings shall comprise a minimum of fifteen percent (15%) of the facade area.
3. For all buildings, upper story openings shall comprise a minimum of fifteen percent (15%) of the facade area per story.
4. Garage doors and opaque service doors shall not count toward the above requirements.
5. Glass on all windows and doors shall be clear or slightly tinted, allowing views into and out of the interior. Spandrel glass may be used on service areas on the building.

(f) Building Materials.

1. Buildings shall be constructed of durable, high-quality materials. Table 28 E-1 below lists allowable building materials.
2. All building facades visible from a public street or public walkway shall use materials and design features similar to or complementary to those of the front facade.

Table 28E-1: Building Materials in Downtown and Urban Districts.

Building Materials	Trim/Accent Material	Top of Building	Middle of Building	Base/Bottom of Building	Standards (see footnotes)
Brick (Face/Veneer)	✓	✓	✓	✓	
Smooth-Face/Split-Face Block	✓	✓	✓	✓	A
Wood/Wood Composite	✓	✓	✓	✓	B
Fiber-Cement Siding/Panels	✓	✓	✓	✓	B
Concrete Panels (Tilt-up or Precast)	✓	✓	✓	✓	C
EIFS/Synthetic Stucco	✓	✓			D
Stone/Stone Veneer	✓	✓	✓	✓	
Metal Panels	✓	✓	✓	✓	E
Hand-Laid Stucco	✓	✓			D
Reflective Glass/Spandrel	✓				F
Glass (Transparent)	✓	✓	✓	✓	

A - Shall be used in conjunction with a palette of materials and shall not comprise more than thirty-three percent (33%) of any building.

B - Wood and fiber cement panels shall not be used on the ground story except between the sidewalk and the bottom of storefront windows or as an accent material.

C - Shall incorporate horizontal and vertical articulation and modulation, including but not limited to changes in color and texture, or as part of a palette of materials.

D - Shall not be within three feet of the ground or used on building facades facing State Street, King Street, or the Capitol Square.

E - Shall be used in conjunction with a palette of materials; shall be a heavy gauge, non-reflective metal

F - Shall be used in limited quantities as an accent material.

(g) Equipment and Service Area Screening.

1. Outdoor loading areas or mechanical equipment are not permitted in the front yard. When visible from an abutting public street or walkway, they shall be screened by a decorative fence, wall, or screen of plant material.
2. No doors or openings providing access to parking or loading facilities shall about the Capitol Square, State Street or King Street.
3. Fences and walls shall be architecturally compatible with the principal structure.

(h) Screening of Rooftop Equipment.

1. All rooftop equipment, with the exception of solar and wind equipment, shall be screened from view from adjacent streets and public rights-of-way. Rooftop equipment shall be screened from view from adjacent buildings to the extent possible.
2. The equipment shall be within an enclosure. This structure shall be set back a distance of one and one-half (1½) times its height from any primary facade fronting a public street. Screens shall be of durable, permanent materials (not including wood) that are compatible with the primary building materials. (Am. by ORD-15-00104, 10-15-15)