

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: October 3, 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. 4th
Ald. Dist. (27839)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: October 3, 2012

ID NUMBER:

Members present were: Richard Wagner, Chair; Marsha Rummel, Richard Slayton, Henry Lufler, Melissa Huggins and Cliff Goodhart.

SUMMARY:

At its meeting of October 3, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the deconstruction of two residential buildings and construction of a new 12-story student housing building located at 313 & 315 North Frances Street. Appearing on behalf of the project were J. Randy Bruce and Scott Faust, representing Boardwalk Investment. Staff noted the comments from Bill Fruhling, Principal Planner and excerpts from the Downtown Design Zone No. 2, highlighting areas Bruce is requesting exceptions from; they include the need to waive the applicable provisions relative to extra stories, floor area ratio, yard requirements (front, side and rear) and setback if bonus stories are granted. Staff further noted that recent ordinance revisions allow for a waiver of Downtown Design Zone 2 (DDZ2) provisions with a finding that the approval criteria for Planned Unit Developments (PUDs) in Section 28.07(6)(f), Zoning Code is met; adherence to the guidelines for DD2 is required, which is not probably if the applicant is requesting this significant level of a waiver. Bruce presented the site plan across from the Fluno Center. Two small wood frame houses are currently on the site and will be demolished. There's a private alley that runs between University Avenue and Conklin Place for deliveries. This site is one of the reasons for the relaxed requirements in the Downtown Design Zone Districts to allow for some flexibility. The front street yard and backside requirements for the site would leave nothing left for building. Fruhling feels that perhaps this is too much building for the site; 10-stories would be fine but Bruce thinks it will be a better building at 12-stories. The slenderness of the building is actually what makes it exciting and kind of interesting. It reaches up and has a metal top and sits like a beacon; as it shortens you take away from that. First floor commercial space would run across Frances Street with 11 floors of housing above that. Level 10 would include a rooftop terrace. Bicycle parking is in the basement.

- It looks very blank at the stair tower.
- If it came down to it that 12-stories is too tall, is it possible to make that metal area narrower so it doesn't feel as squashed? Has Jeff Stanley weighed in on this?
 - I imagine he'll be very happy.

I like the way it stands out, it's very attractive.

- There's no parking?
 - There's no car parking, it's strictly student housing.
- If you reduced the height of the metal panel to 1-story, not the building height, it almost seems like the heaviness is too much versus just letting the building go up. Really accentuate the slenderness that way and the cast stone at the base might be a little heavy and rustic for a nice sleek, tall building like this. It has really nice proportions, nice glass to solid wall proportions. I would encourage less stylistic up here, bring it up to a nice thin top and encourage something really iconic here.
 - We're trying to express those two stories not as "bonus stories" but as the top of the building. Some of the projects downtown don't have a termination and I thought this one did. When you come back you could show us the tops of other buildings. Staff reminded Bruce that we need that detailed discussion of the Downtown Design Zone criteria.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.