



**Project Address:** 313 North Frances Street  
**Application Type:** Alteration to Planned Development  
**Legistar File ID #** [30336](#)  
**Prepared By:** Heather Stouder, AICP, Planning Division  
Report Includes Comments from other City Agencies, as noted

## Summary

**Applicant/Owner:** Scott Faust; Boardwalk Investment; 210 N. Bassett St.; Madison, WI

**Contact:** Randy Bruce; Knothe and Bruce Architects, LLC; 7601 University Ave., Ste. 201; Middleton, WI

**Requested Action:** The applicant requests approval of an Alteration to a PD-SIP approved on January 8, 2013.

**Proposal Summary:** The applicant proposes to change the interior layout of nine units in a previously approved 40-unit apartment building which will create a total of nine interior bedrooms (bedrooms without windows) in the building.

**Applicable Regulations & Standards:** This proposal is subject to the standards for approval of Planned Developments (MGO Section 28.098).

**Review Required By:** Plan Commission (PC)

**Summary Recommendation:** The Planning Division recommends that the Plan Commission find that the Planned Development standards are met and **approve** the requested Alteration at 313 North Frances Street. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

## Background Information

**Parcel Location:** 313 North Frances Street is located on the east side of North Frances Street between University Avenue and West Johnson Street, adjacent to Conklin Place; Aldermanic District 4 (Verveer); Madison Metropolitan School District.

**Existing Conditions and Land Use:** The 5,073 square foot site has a single-family home and a three-unit apartment building, approved for demolition in conjunction with the approved 40-unit, 12-story mixed-use building.

### Surrounding Land Use and Zoning:

**North:** A three-story mixed-use building with restaurants (Dotty Dumpling's Dowry and Ian's Pizza) on the ground floor and two five-bedroom apartments above in the UMX (Urban Mixed Use) District.

**South:** Across Conklin Place to the south, Saxony Apartments, which consists of 229 units in three 6 to 8-story buildings in the UMX (Urban Mixed Use) District. Also, three single-family homes and a four-unit apartment building in the UMX District.

**East:** La Ciel apartments, an 11-story apartment building with 89 units (201 bedrooms) in the PD (Planned Development) District.

**West:** The Fluno Center, a nine-story UW-Madison building in the CI (Campus Institutional) District.

**Adopted Land Use Plan:** The Comprehensive Plan (2005) includes this property within the “Student High-Rise” residential subdistrict of the downtown area. The Downtown Plan (2012) recommends “Downtown Mixed-Use” for the property, and the Downtown Height Map shows a maximum of 12 stories.

**Zoning Summary:** 313 North Frances Street is in the PD-SIP District. No changes are proposed to the building exterior or unit count at this time.

**Environmental Corridor Status:** The subject site is not located in a mapped environmental corridor.

**Public Utilities and Services:** This property is served by a full range of urban services.

## Project Description

The applicant proposes interior changes to nine of forty apartment units in an approved 12-story mixed use building, which is scheduled for construction beginning this summer. In each of the nine units subject to change, one bedroom would become an “interior bedroom” (bedroom without windows), in exchange for the kitchen area being moved toward an exterior wall. This change is proposed to seven four-bedroom units on floors five through eleven, and to two five-bedroom units on the twelfth floor. No other changes are proposed to the interior or exterior of the building.

## Related Approvals

Based on recommendations from the Urban Design Commission and Plan Commission, this development was approved by the Common Council as a demolition and rezoning to the Planned-Unit Development District on January 8, 2013. This approval was based on the standards for approval for Planned Unit Developments in Downtown Design Zones in the former zoning code. Details for this approval process can be found on the City’s Legistar website under Legislative ID #[28120](#).

## Analysis and Conclusion

As approved, the height and mass of the twelve-story building are generally consistent with the Downtown Plan recommendations for the area. On this small 5,000 square foot property, it will have the highest bedroom density of any known project in the City of Madison (800 bedrooms per acre). The zoning text approved by the Common Council at the recommendation of the Plan Commission allows for an additional occupant in all of the one-to five-bedroom units, such that the total occupancy of the building could be up to 129 persons (over 1,150 persons per acre). Usable open space and common areas on the site are limited to the 50 square foot balconies for each unit, a common roof deck on the 11<sup>th</sup> floor, and a small “study area” on the 11<sup>th</sup> floor.

The Plan Commission and Common Council approved the proposal early this year after a few changes were made very late in the review process. These changes included a reduction in the overall number of bedrooms from 97 to 89, the incorporation of small closets in the common areas of each of the units, an increase in moped stalls from 8 to 11, and a commitment to include a recycling chute in tandem with the trash chute in the center of the building.

On the whole, the proposed change is relatively minor, as only 10% of the bedrooms in the building would become “interior” bedrooms. This condition is allowable under the building code, and it is difficult to find a particular standard for Planned Developments in the new zoning code that would preclude this type of change. When considering how the proposal affects the economic health of the area it is proposed, which is one of the Planned Development standards, it is important to consider the long view, since building could be utilized as housing for people other than students in the future. Staff is concerned that a development at this density with

a significant proportion of interior bedrooms may decline in value over time, and be unable to meet the needs of a variety of household types.

In this particular case, staff recognizes that the requested change is for a small number of bedrooms, all of which are part of larger four- and five-bedroom units. The resulting unit mix provides options for near-future tenants, who will likely be students, as well as potential households in the future, who may be able to utilize an interior bedroom for an office or guest space. Further, due in part to its narrow width and its durable steel and concrete construction type, the floor plans within this building can be changed over time with relative ease. The current unit configuration could be more substantially revised in the future, given a shift in household types.

### Conclusion

Staff has carefully considered the requested Planned Development alteration, and on balance, believes that it can be supported. In this case, only 10% of the total bedrooms would become “interior bedrooms”, and these are all in large four-to five-bedroom units. No individual unit will have more than one interior bedroom. Finally, the durable building is being constructed in a way that allows for future interior changes to occur with relative ease, which furthers its ability to evolve to meet the needs of a variety of household types over time.

## Recommendation

### Planning Division Recommendation (Contact Heather Stouder, 266-5974)

The Planning Division recommends that the Plan Commission find that the Planned Development standards are met and **approve** the requested Alteration at 313 North Frances Street. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies. In addition to the conditions below, all conditions of approval in the [Approval Letter](#) dated January 14, 2013 must be met.

### Recommended Conditions of Approval

Major/Non-Standard Conditions are Shaded

### City Engineering Division (Contact Janet Dailey, 261-9688)

1. This project is currently in for site plan verification (Accela CAP ID LNDSPR-2013-00060). The Applicant shall be required to meet all conditions of the approval prior to the approval of this PD Alteration.
2. Storm/roof drains shall not discharge onto the sidewalk.
3. The applicant shall submit, prior to plan sign-off, digital PDF files to the Engineering Division (Jeff Benedict or Tim Troester). The digital copies shall be to scale, and shall have a scale bar on the plan set (POLICY and MGO 37.09(2).  
PDF submittals shall contain the following information:
  - a) Building footprints
  - b) Internal walkway areas
  - c) Internal site parking areas
  - d) Lot lines and right-of-way lines
  - e) Street names
  - f) Stormwater Management Facilities
  - g) Detail drawings associated with Stormwater Management Facilities (including if applicable planting plans)

**Parks Division** (Contact Kay Rutledge, 266-4714)

4. Additional street trees are needed for this project. All street tree planting locations and trees species with the right of way shall be reviewed by City Forestry. Please submit a tree planting plan (in PDF format) to Dean Kahl – [dkahl@cityofmadison.com](mailto:dkahl@cityofmadison.com) or 266-4816. Approval and permitting of tree planting shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan. Tree planting specifications can be found in section 209 of *City of Madison Standard Specifications for Public Works Construction* - <http://www.cityofmadison.com/business/pw/documents/StdSpecs/2013/Part2.pdf>.

**Zoning Administrator** (Contact Pat Anderson, 266-5978)

This agency did not submit a response to this request.

**Fire Department** (Contact Bill Sullivan, 261-9658)

This agency did not submit a response to this request.

**Traffic Engineering Division** (Contact Eric Halvorson, 266-6572)

This agency did not submit a response to this request.

**Water Utility** (Contact Dennis Cawley, 261-9243)

This agency did not submit a response to this request.

**Metro Transit** (Contact Tim Sobota, 261-4289)

This agency did not submit a response to this request.