

July 10, 2024  
**1209 S University Ave**  
**Project Narrative**

## **2a. Brief Description of the Design Concept**

The project design is a complementary combination of two elements. First, grounding the project is a detailed masonry retail base intended to have the appearance of existing on the site for many years. Metal accents, retail canopies, architectural proportions, and window muntin patterns evoke a historic aesthetic and provide a welcoming presence to the vibrant retail street. Secondly, a masonry residential loft-style tower rises from the base with a similar but lighter masonry palette. The brick detailing and metal accents provide a traditional but fresh complement to the retail base, with a dark metal and glass top floor providing an airy, detailed crown to the project.

## **2b. Brief Description of the Development Program**

The project consists of 149 rental, student-oriented apartments with associated amenities. The project is 19 stories with a maximum height of 195 ft. Dwelling units are located on floors 2 – 18 and vary from two-bedroom to six-bedroom units. The first floor consists of two unique retail spaces, the largest of which is prominently on the northeast corner of S. University and Church Streets. The two retail spaces are bisected by a vibrant internal portal, providing safe and convenient access to the building lobby, leasing offices, and bike rooms while allowing building services, loading, and waste services to pass through when needed. Amenity spaces are on floor 19, with an exterior amenity deck facing towards the west.

## **3a. Describe the Context of the Site**

The project site at 1209 S. University Ave is in the heart of the South University District, bustling with an eclectic, diverse, vibrant energy. The retail area has several lower-scale buildings and many new developments with heights up to 195ft.

## **3b. Is there an inspiration or a theme for the design concept? Describe.**

The design concept is influenced by the historic palette of traditional retail spaces with contemporary, loft-inspired residential towers rising above, appearing as if they could have been modern additions years later. The project intends to represent the coming together of new and old in an elegant, clean, and novel design.

**3c. Describe how the project responds to the Design Guidelines for its Character District.**

The surrounding Character District for 1209 S University is the South University District, characterized by diverse architectural styles ranging from older eclectic forms to new and contemporary ones with various architectural materials. The project design provides a contemporary upscale node within the district with a detailed masonry base that responds to the historic retail areas of the city while extending the vibrant, mixed-use district in which it exists.

**4d. Describe how the project responds to the Design Guidelines for Context and Site Planning.**

The project anchors the corner of University and Church streets, providing active streetscape uses and serving as a central node in the South University District. The building entry portal creates a central pedestrian-covered urban experience that breaks up the vibrant retail facades while allowing the concealment of the building driveway for service, loading, and waste removal. Future solar arrays on the roof and the readiness for full building electrification provide sustainability features looking toward the future.

**4e. Describe how the project responds to the Design Guidelines for Buildings.**

The 45ft building module requirement is honored by breaking the project tower into three distinct portions separated by vertical dark reveals. The building height is 195ft, in line with the sustainability bonus allowed. The streetwall height is limited to two stories, which responds to the existing scale of nearby retail businesses. The tower above is offset by 5ft consistently across the extent of Church St. and S. University Ave. The building provides a distinct designation between a richly colored and detailed masonry base, a lighter elegant middle, and a darker top with detailing to break down the mass to a human scale.

**4f. Describe how the project responds to the Design Guidelines for Building Elements.**

The building's richly detailed and inviting street edge encourages pedestrian activity along both street frontages, with architectural details and metal awnings connecting the tower to a pedestrian scale. The building entry is provided in a central portal to create a clear definition at an appropriate scale. The proposed brick masonry facades present a long-lasting, durable material to the two street frontages, while future solar arrays on the roof will provide electricity for years to come. Lastly, operable windows in unit living rooms will give residents comfort and control