



Agenda Item #:	6
Project Title:	674 S. Whitney Way - Exterior Renovations of a Planned Commercial Site in Urban Design District (UDD) No. 3. 19th Ald. Dist.
Legistar File ID #:	69784
Members Present:	Cliff Goodhart, Chair; Lois Braun-Oddo, Ald. Juliana Bennett, Rafeeq Asad, Christian Harper, Russell Knudson and Jessica Klehr.
Prepared By:	Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of August 17, 2022, the Urban Design Commission **GRANTED FINAL APPROVAL** of exterior renovations located at 674 S. Whitney Way in Urban Design District (UDD) No. 3. Registered and speaking in support was Brad Koning, representing Galway Companies.

The minor exterior modifications will include replacing the mansard roof with a standing seam metal roof in a copper penny color with a matte finish. To further freshen up the building it will be repainted, the wood column wraps will be repaired and painted, and two new exterior windows will be added along Whitney Way on each side of the fireplace. This will bring more natural light into the space and a view out to the existing patio. The trash enclosure will be newly fenced with a maintenance-free composite material.

The Commission discussed the following:

- Certainly looks like the Commission's comments were taken to heart.
- I thought exactly what he just said, you freshened up what was there. If that's the goal with a failing roof, maybe the material changes are all that's needed. This looks clean and fresh and you've accomplished your goal.
- I'm not a big fan of the copper penny but in this case, this building and its style and era, I think it could work. Because of the stone that's there and the new paint colors this could work. I encourage the funkiness of it.
- It's refreshed and I appreciate the exercise you went through to get us back to this point.
- Thumbs up on keeping the original geometry of the existing roof. The faux copper roof material is a decent selection. Appreciate the addition of the windows too, it is a dark room so any extra light is an asset, and it balances out that side of the building facing Whitney Way.
- For the planters you have on the west side of the building I would suggest using annual fountain grasses. They are more colorful with long lasting flower heads. You'll replace them every year but save yourself the grief and expense of perennial grasses that won't do much in that shade. You should also double up your order of three planters and take 3 to the main entrance, suggest coleus or begonias in that shaded area.
- When you look at the color of the blue in The Vintage and the color of the roof, those are beautifully paired colors. I would encourage a thought toward having more bluish tones, that copper roof could really pop with that. I enjoy the bright orange of Sierra on the other side of the parking lot, Madison could benefit from a more lively color palette.

Action

On a motion by Knudson, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0).

The motion included the following conditions:

- Adding more planters, potentially three along the front façade, near the building main entrance.
- Consider utilizing the use of more color along the base of the building.