



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 674 S Whitney Way
Application Type: Exterior Renovations of a Planned Commercial Site in Urban District (UDD) No. 3
Legistar File ID # [69784](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Brad Koning, Sketchworks Architecture, LLC | Steve Doran, Galway Companies, Inc.

Project Description: The applicant is seeking Initial/Final Approval for the proposed exterior renovation of the Vintage Brewing Co. The scope of work includes exterior wall painting, a new entry canopy, removal of faux wood columns along the east, west and south façades, rebuilding the columns on the north, new windows along the east façade, and removal and replacement of the mansard style roof with a more contemporary roof form.

Approval Standards: The UDC is an **approving body** on this request. The site is located in Urban Design District 3 ("UDD 3"), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district, which can be found in [MGO Section 33.24\(14\)](#).

Summary of Design Considerations

Planning Division staff requests that the UDC provide make their findings and base their decision on the aforementioned standards and guidelines of UDD 3.

- **Four Sided Architecture.** As noted in the UDD 3 guidelines and requirements, all building elevations are of importance; and materials and colors shall be harmonious with each other and surrounding buildings. Staff requests the Commission's feedback on the treatment of all building elevations, and carrying a consistent material palette and detailing across all four sides of the building, including the southern elevation.
- **Building Proportions.** While staff believes that positive efforts have been made to reduce the mass of the top course of the building, staff requests consideration should be given to the treatment and detailing of the element. Staff requests the Commission's input on the overall mass/scale and cladding/detailing of the proposed top course of the building, including the width of the metal coping or composite trim board, the proposed extents of the composite wood material on all elevations, etc.
- **Material Palette.** The material palette consists of several materials, including fiber cement panels, existing stucco, composite wood panel, metal and stone. UDD 3 notes that building component massing, materials, textures, and colors shall be consistent with the contemporary architecture of the district. Staff requests the Commission's feedback on the overall material palette, including the number of materials proposed.

Summary of UDC Informational Presentation Comments

As a reference, the Commission's comments from the February 23, 2022, Informational Presentation are provided below:

- This is an interesting site in terms of trying to navigate how to get in the building and where to park. The entrance could use more pop or interest because it's all still the same geometries and colors. I'm wondering if maybe it's a lighting solution, but it could be more pronounced because of the wayfinding issue.
- Is there a possibility of changing the EIFS to metal panels? EIFS is very flat, and with the amount you have on here, a metal panel would be more appropriate because it is more interesting with its texture and sheen.
- I understand the need and desire to modernize structures, but one thing about Vintage now is its sense of place; it is funky as it is. The new modernization lost that. I wonder if you could maintain some of that detail that is so recognizable and unique about this building now.
- Look at the scale of the EIFS and running bond and compare that to the scale and texture of the stone below. The facades with bay windows and stone have a certain aesthetic that is fighting with the EIFS and running bond above, and it could get balanced out more.
- I understand the existing roof might not be desirable, but it really set it as a place and the way it casts shade and shadow along the façade adds interest. If you consider the suggestion for metal paneling, maybe you could play with the metal paneling (in and out, different surfaces that cast shade and shadow) to add texture to the façade because you're losing a bit with removing features on the existing architecture.
- What is the height of the roof? It looks like the roof is half the height of the building, which is my #1 issue; it's just too big and out of scale. When you go modern, sometimes you simplify, but the front of the building is way too simple. The scale of the roof is too big, and the scale of the roof material fights with what is on the bottom. I think the massing could work, but it needs more detail and design. It can be modern and still have some interest and aesthetic to it, which is what is missing here. The roof is way too tall.
 - The building height is 21-feet.
- One thing about the Mansard roof is that it recedes as it slopes away. Along Whitney Way, it also has dormers that break up the roof mass, where the new design doesn't do that at all. Those dormers brighten up a heavy roofline. Looking at the back of the existing building where it is all Mansard, it is too heavy and too much roof. I would encourage a different panel system because this is a lot of EIFS, and break it up with an expression like the original design did. The building still has its integrity, so maybe it could be as simple as replacing the shakes with a metal roof or other roofing material over the existing Mansard. Echoing earlier comments to keep the funkiness a little bit.
- What will remain as far as outdoor seating? Will the front of the building and main entry purely be a walkway? Align whatever you might do to make the entryway pop with the overall intent of the entryway.
 - The front has a few existing chairs now as a waiting area, and the intent was to keep the outdoor seating in the back patio area.
- What are the CMG dark bronze column covers like?
 - It is a composite metal panel system, not a light gauge metal; it has substance so it doesn't dent.
- Compliments to the design team and developers on the trees placed in the plaza. Some haven't made it, so it is important to keep up the maintenance until they sustain themselves.
- Reiterate the issue of the heaviness of the roof. I agree that it seems to fight the bay structures on the Whitney Way side. Do what you can to lighten it and bring more verticality up like the front entrance; elements like that could lighten it. Bring that around to the west and south side as well. The west side is a big blank wall and needs relief; on the south side, you'll need to solve the utility issue. Do something that breaks the weight of the roof structure.
- I didn't know there was an outdoor space. Hopefully adding glazing on the Whitney Way side integrates the outdoor space into the restaurant space because it's a lost amenity. It should be more of an asset than it seems to be right now.

- One way to break up the roofline could be to do something over the patio. Highlight it because it is a feature. You're talking about adding glazing to the patio side, but maybe the front could use it too to pull you into the space. To the left of the front door, it seems like it wants to be a window, which would help lighten the façade once you take care of the thickness of the roofline. I like the eyebrows and entry canopy, but I don't think it works with the massing of what is around it.