

**101 KING**  
**Urban Design Commission**  
**Revised Project Narrative**  
**November 11, 2015**

Urban Land Interests' acquisition of the 101 King property was driven by the building's location at a key corner on Madison's Capitol Square. The King Street neighborhood is the heart of dining and entertainment in Madison. The combination of coffee shops, bars, restaurants and retail stores create an energy that continues to draw people to the area. 101 King serves as the entrance point to this neighborhood, and its prominent location coupled with it being a flatiron building creates a unique opportunity. The importance of maximizing this opportunity was clearly stated by members of the Urban Design Commission, and this cannot be emphasized enough.

In its current condition as a dated office building, 101 King adds no life or activity to the street and sits at odds with the surrounding properties. ULI intends to transform the tired property by partnering with Josh Berkson and Patrick Sweeney of Merchant (and the proposed King Hotel) to create a dynamic and culturally-rich standalone restaurant and bar. Their farm-to-table pizza concept works perfectly with the historical nature of the space, with the exposed brick walls, board formed concrete ceilings and exposed black steel framing creating an open, industrial, authentic feel. The design team's inspired plans for the interior decor will maintain and enhance this aesthetic. Therefore, our design goals for the exterior are to connect the rich, warm and hospitable interior with the historical and vibrant neighborhood that surrounds it.

Initial plans for the renovation of 101 King called for all new windows along the King and Pinckney Street facades and removing the failing brick and canopy at the front corner to make way for a new front entrance that included a balcony at the mezzanine level. Furthermore, the introduction of reclaimed wood on the exterior was an attempt to relate the exterior of the building to what was going on inside. The comments from members of the UDC, namely that introducing wood to the exterior made little sense and the balcony on the front felt like a forced addition, were accurate and well received.

After stepping back to reassess the exterior design, changes were made along the King and Pinckney Street facades as well as at the front corner to create a stronger, more architecturally cohesive building. Along the main facades the wood sills beneath the large windows were removed. This enabled the windows to be brought down to the floor level, with only brick remaining underneath. This shift helps maintain the verticality of these windows and enhances the articulation that occurs at the street level.

The major changes to the design occurred at the front entrance. Based on the well-directed feedback from the UDC we removed the balcony at the mezzanine level. The original intent of the balcony was to create an outdoor space at the front of the building that enjoyed direct Capitol views and helped connect the interior of the building to the energy of King Street. Although this functional aspect was well intended, the balcony did not connect with the building on the exterior and appeared simply as an afterthought.

While the large balcony was not the right choice for this building, the impact it had on opening up the space and creating a connection with King Street is key. For this reason, we have opted to maintain the terrace doors and introduce a small, elegant Juliette balcony at the mezzanine. The wrought iron Juliette will be simply designed with clean vertical lines to respect the vertical mullions used in the larger windows, while the historic material resonates with the stone arches that will be exposed as well as the adjacent buildings. Both the King Street arcade, and more notably the State Capitol, are perfect examples of how a Juliette balcony can introduce depth and articulation to a façade while still being light enough to defer to the rest of the structure behind it. The American Exchange Bank, Great Dane building, King Street Arcade and State Capitol are all examples of how wrought iron has been used successfully to maintain the historic nature of the buildings and create authenticity in this neighborhood.

On the ground floor the heavy, solid doors that were originally proposed have been replaced by a far simpler, more open alternative. The predominantly glass doors better relate to the rest of the building, and the metal trim around the doors effectively balances the wrought iron balcony with the aluminum framed windows. In the transom window above the doors the same material will be repeated to create a small frame that reduces the scale of the window, which will be repeated in the transom window above the terrace doors on the second floor. This repetition creates a strong front corner with a cohesive design that relates well to the rest of the building.

Overall, the changes that were made to the exterior design of 101 King have had a tremendous impact on enhancing the building. The changes to both the main facades and the front corner have created a building that reads as one cohesive architectural statement that is strong enough to sit at this key corner of the Square.