

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 9, 2008	
TITLE: 11 North Allen Street - Façade Grant. (08568)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: January 9, 2008	ID NUMBER:	

Members present were: Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of January 9, 2008, the Urban Design Commission **REFERRED** consideration of this item. Appearing on behalf of the project was Erik Thebert, The Froth House. Rebecca Cnare, Urban Design Planner, provided an overview of the report of the Façade Grant Team relevant to the proposed exterior modifications to the building at 11 North Allen Street for the “Froth House”. Following Cnare’s detailing of the report and recommendations for the Façade Grant Team, she noted that the business owner, Erik Thebert, desired to present details on an alternative façade treatment as a departure from the version in the report of the Façade Grant Team. Thebert followed with a review of alternative storefront window treatment, lighting, other elements of his of alternative façade treatment. Following his presentation, staff noted the lack of details for consideration of the alternative proposal as well as the ordinance-mandated review and recommendation of the Façade Grant Team relevant to the alternative proposal in addition to documentation of support for the design alternatives from Kitty Rankin, Preservation Planner, required because of the property’s location within an Landmark District.

ACTION:

On a motion by Wagner, seconded by Ferm, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (7-0). The motion for **REFERRAL** cited lack of sufficient detailed plans for consideration of alternatives to the façade treatment as sought by Thebert. The lack of a recommendation in the report by the Façade Grant Team on the alternative as well as the absence of a recommendation from Kitty Rankin, City Preservation Planner, on the alternative proposal for a project located within a Landmark District. The motion to refer also noted the following:

- Light should be of low voltage.
- Concern with the use of vinyl trimmed windows.
- Rendering and details of the project should be developed that show what is going where including details on doors and other improvements locations proposed with the project.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 11 North Allen Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	5	-	7	-	-	5	6
	-	-	-	-	-	-	-	6
	-	5	-	6	6	-	6	6
	6	5	-	-	6	-	6	5

General Comments:

- Refer – great start, a few details needed.
- Good start, but we really need to see a complete and coherent presentation of the specifics of the design.
- Presentation differs too greatly from proposal for us to consider.
- Great project, but we need more details.
- Need better info.
- Bookend windows require detailing/design.