

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** May 22, 2013

**TITLE:** 502 North Frances Street – Two-Story Addition and Basement Renovation to Provide Three Levels of Retail Space. 8<sup>th</sup> Ald. Dist. (30182)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** May 22, 2013

**ID NUMBER:**

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Members present were: Henry Lufler, Acting Chair; Lauren Cnare, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroy, Tom DeChant and Melissa Huggins.

**SUMMARY:**

At its meeting of May 22, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a two-story addition and basement renovation located at 502 North Frances Street. Appearing on behalf of the project were Marc Lebowitz, John Seamon, and Jenny Dechant, representing M + A Real Estate. The concept plan calls for approximately 5,400 square feet of retail on the ground floor with clear spanned open space as you enter, and approximately 2,000 square feet on the second floor. The front would be complementary to what Urban Outfitters is today and would not contain restaurants or bar space. The basement would have its own entry, if a retail business is secured for the downstairs location. Building materials would include brick and a window storefront off the sidewalk, with a large canopy. The apartments start on the second floor but no units will be blocked by the new retail construction.

Comments and questions from the Commission were as follows:

- The façade works well, it’s fresh and timeless and works well with the rest of State Street; investigate the possibility of a green roof.
- The brackets seem out of place with the character of State Street. My eye is going up and I’m seeing the source of the can lights; they can get to be a mess up there with moths and spiders; consider lighting in a recess of the underside of the projecting canopy.
- Uplight it.
- Take photographs up and down State Street and see what you can complement and take from.
- There’s something very simple about the rigid organization of the windows that ties into Urban Outfitters, so when I look at that State Street perspective I’m starting to understand that you own two sides of that and it ties together very nicely.
- Suggest a green roof atop addition with a more intensive system.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

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 rating for this project is 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 502 North Frances Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	8	-	-	-	-	-	-
	-	8	*	-	-	-	8	8

General Comments:

- Really nice addition to State Street.
- Seriously consider the benefits of a green roof: Sustainability, marketability, good neighbor aspects.