

**AGENDA # 10**

City of Madison, Wisconsin

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** April 7, 2010

**TITLE:** 20 West Mifflin Street – Minor Façade Alteration in a C4 District. 4<sup>th</sup> Ald. Dist. (17910)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

**ADOPTED:**

**POF:**

**DATED:** April 7, 2010

**ID NUMBER:**

Members present were: Bruce Woods, Richard Slayton, Dawn O’Kroley, Todd Barnett, John Harrington, Jay Ferm, Marsha Rummel, Richard Wagner, Mark Smith and Ron Luskin.

**SUMMARY:**

At its meeting of April 7, 2010, the Urban Design Commission **REFERRED** consideration of a minor façade alteration located at 20 West Mifflin Street. Appearing on behalf of the project was Mary Beth Growney Selene. Prior to the presentation staff noted that the project provides for the painting of a lower level façade window wall to match the copper coloration of the wall signage and gooseneck lighting features for “Cooper’s Tavern.” Staff and Growney Selene referenced a provision within the City of Madison Zoning Code Section 28.09(5)(d)4., which states: “Any new construction of a building, addition to an existing building or major alteration to an exterior face of a building (including, but not limited to, painting of an unpainted exterior face) shall conform to the Urban Design Guidelines for Downtown Madison published by the Urban Design Commission. Such new construction, addition or major alteration shall be permitted only after Urban Design Commission review and approval and other required approvals.” Under this provision, the painting of the window muntins and mullions of the window wall requires the Commission’s approval according to staff. Growney Selene then presented details relevant to the painting noting that the window wall will be painted to match Matthews MP52234, Warm Copper Metallic color. Amy Marson representing the restaurant’s ownership noted that the painting will complement the outdoor seating design as it relates to the appearance of the façade and that the entire window wall system will be painted copper. Following the presentation staff noted issue with the allowance for painting only the lower level façade of a two-story building which features a uniform façade design utilizing a alucabond accents and silver colored window wall systems on both the upper and lower floors. Staff further noted that the use of alucabond elements, as well as the window wall system was also carried over to the lower level retail/commercial façade of the adjoining building to the west. Staff further noted its support to replace the window well system trim with a copper colored system in lieu of painting to avoid maintenance issues. Staff further noted that a more comprehensive application of copper coloration to the full façade of the building could be considered as a full individual storefront. Following the presentation the Commission noted the following:

- Would like to see sample of painted aluminum.
- Have issues with the application cheapening the appearance of the façade and question the life of the painted treatment.

- Provide for the possibility to stipulate that the trim match the existing fixtures associated with the wall signage.
- Need to provide more façade context with the building and adjacent buildings that relate to its appearance within the overall block face.
- Need to see more about how the outdoor seating area ties back to the building façade treatment.
- Need to look at alternatives to the façade relating to the copper theme.
- Need to see sample of paint and context but think the request is reasonable to paint aluminum mullions that are there.
- Need to recognize effort to maintain façade's consistency with the adjacent other building but may allow breaking away from but want more information on preparation and installation of the painting in order for staff to approve application of paint.

**ACTION:**

On a motion by Rummel, seconded by Wagner, the Urban Design Commission **REFERRED** this item. The motion was passed on a vote of (7-1) with Luskin abstaining. The motion required address of the above stated concerns with further consideration of this 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 4, 6 and 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 20 West Mifflin Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	4
	6	6	-	-	-	-	-	6
	-	-	-	-	6	-	6	6

General Comments:

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