

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 8, 2006	
TITLE: 702 North Midvale Boulevard, PUD-SIP – Restaurant. 11 th Ald. Dist.	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: March 8, 2006	ID NUMBER:	

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Todd Barnett, Lisa Geer, Robert March and Michael Barrett.

SUMMARY:

At its meeting of March 8, 2006, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD-SIP for a restaurant located at 702 North Midvale Boulevard. Appearing on behalf of the project were Andy Stein, Mike Sturm, Eliot Butler and Jon Sandeman. The plans as presented featured the following:

- The outdoor fireplaces on both the north and west elevations have been modified to provide for a hearth at 42-inches in height, along with the addition of an “English” style cap atop the chimney.
- In response to add pizzazz to the retail tenant space portion of the building, colorful decorative awnings were added.
- A blade sign has been added off of the northeasterly corner of the building for the proposed restaurant.
- Decorative lighting has been provided on both the east and west elevations.
- Additional detailing has been provided around window openings. Additional brick elements have been added to the retail portion of the building.
- Two surface parking stalls have been eliminated on the south side of the building, along with the addition of three shade trees to resolve concerns relative to the heat effect for the large interior parking lot.
- The retail portion of the building has been modified to incorporate a heavier brick vertical pier with the incorporation of horizontal steel banding as proposed with the restaurant portion of the building.

In response to the outdoor seating issue, a large awning was proposed to extend to cover the 14-feet of the 15-foot wide seating area along the street side.

Following the presentation, the Commission expressed concerns on the following:

- The proposed awnings on the retail portion of the building appear to resolve the issue with the “garage door” look. Still need to specify size of awning, which should be appropriate to the building and be a minimum of 3-feet respecting the architecture of the storefront.
- The horizontal steel channel on the retail portion of the building should be lowered.

- The finished appearance of the stucco will cheapen the look of the building.
- The proportions of the retail portion of the building appear off when compared to the restaurant portion of the building. Reexamine the location of the horizontal beam, as well as the weak appearance of the glazing in the windows.
- The chimney pot for the outdoor fireplaces still looks weak and requires more mass.
- Consider changing proportions of the retail storefront windows to that as originally proposed.

ACTION:

On a motion by Barrett, seconded by Barnett, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion required that the applicant study the glazing pattern and scale of the retail portion of the building, including steel channel sizes and location to resolve issues with the fireplace awning as noted within the report.

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 6, 7, 7, 7, 7, 7 and 8.