

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 23, 2013

TITLE: 25 West Main Street – Exterior
Remodeling in the C4 District,
AnchorBank. 4th Ald. Dist. (28185)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 23, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Marsha Rummel, Tom DeChant, John Harrington, Richard Slayton, Cliff Goodhart, Melissa Huggins and Dawn O’Kroley.

SUMMARY:

At its meeting of January 23, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of exterior remodeling in the C4 District located at 25 West Main Street. Appearing on behalf of the project were Brad Binkowski, David Jennerjahn and Tom Davy. The Secretary noted that the project’s encroachment issues will be dealt with at the Plan Commission, with this body looking strictly from a design perspective. No signage will be on any of the encroachment areas because of the public right-of-way. There is a request that the landscape plan come back for a separate approval. Binkowski gave a brief review of the project and the need for a permanent change to the building, as well as opening the urban design opportunities for the building and creating more active spaces along the streetscape. The site plan showed the green roof, landscaped terrace, outdoor dining, and how the expansion of the outdoor area is going to work with the moving of bank services from the west side of the building to the east side to activate the sidewalk. The 5-level parking garage will provide 187 stalls and approximately 40 bicycle stalls. The projecting bay that is being proposed will encroach into the public right-of-way but comes down and reinforces the entryway to the building. It also provides enough space to interconnect the two buildings by something lighter than 4 ½-feet. Using 815 square feet of encroachment at a fairly low level will open a two-story façade of clear glass. Building materials will consist of corrugated perforated zinc with a bronze patina. They plan to use the parking for transient off-hour parking for downtown activities.

Comments and questions from the Commission were as follows:

- Have you studied more closely activating Doty Street?
 - The size of the (lot) parking ramp, the location of the building and the elevation of the entrance come into play. This is so tight, we can’t drive the ramp deeper or quicker and we’d lose basically all of the parking on the first level going down, and then cost becomes insurmountable.
- I wonder if you treated this finished concrete wall the same way you’re treating the Carroll Street (granite), by wrapping the quality material all the way around. Think about the landscaping that people are going to look up and see, and think about the experience of the materials as they are walking by.

- We also thought about lighting to address that. The cost of using granite will be significant, and I'm not sure it will activate it any more than lighting could.
- It doesn't have to mean granite, but I think you can play with that wall a little bit.
- The Risser building is built on a zero lot line, and this building is anticipating a high capacity neighbor. Was the thought for future vertical expansion at least on the 2 or 3 bays closest to the Risser?
 - We're setting up the columns in the parking ramp to accept a 10-story addition going all the way up. We don't know what will be in the future, but we want to invest now to make sure we have the capacity and that we've planned for more density on this site in the future.
- Thinking of the density, could we think of ways (stalls) and the kind of intermediate stair between the parking spaces, is there a way to make something in that zone a bit more inviting or activated? Even if it is the secondary stair off your roof deck.
 - We think Carroll Street is a much better arrival point so we didn't want to do a big feature stair there. I think the more likely alternative is a connection to the existing building so you could take advantage of a stand-alone building here completely independent. I think it's more likely we'd see a horizontal connection between what we're building and what we're investing in.
- Will there be an upgrade to the AnchorBank signage that has a better relation to the look of your building?
 - Anchor is looking at rebranding. This is part of their strategy to reintroduce AnchorBank to the marketplace. Work has already been done and elements are in our last year's annual report. The sails are the image we want to capitalize on but the font and colors will be updated. The Anchor logo is really important. Something that would bring it into the sentry of this building.
- The projection over the public right-of-way is very much in the spirit of the original building and feels very appropriate. The architecture breathes a new life into this shell.

ACTION:

On a motion by Harrington, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion stated that the landscape plan (especially the green wall and green roof element), final façade articulation details and elevations of the Doty Street façade, including lighting elements and signage shall return for formal approval by the Commission, in addition to the following:

- The applicant shall coordinate with City Forestry on the location of street trees.
- Finish the Doty Street lower façade with granite that extends into additional stalls to enhance the stair and provide more glass on Doty Street.
- No signage shall be allowed within the encroachment of the City right-of-way.

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 7, 8, 8, 8 and 8.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 25 West Main Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	8	-	-	-	7	8	8
	6	8	-	-	-	7	9	7
	7	8	-	-	-	-	8	8
	7	8	-	-	-	-	9	8
	-	8	-	-	-	-	10	8.5

General Comments:

- Need to see detailed lighting and articulation at Doty/Carroll corner.
- Could still improve Doty Street “activity” with light, planting (green wall), larger parking entrance.
- Excellent reuse and addition to AnchorBank building. Encroachment on Main Street façade permits the building to become functional and previous building set precedent. Continue to liven Doty Street façade with suggestions made by Commission.