

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** July 9, 2014

**TITLE:** 1 West Dayton Street – Amendment to a “Comprehensive Design Review” Sign Package and Façade Alteration in the Downtown Core District for a “Starbuck’s” Located in the “Concourse Hotel.” 4<sup>th</sup> Ald. Dist. (34365)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Jay Wendt, Acting Secretary

**ADOPTED:**

**POF:**

**DATED:** July 9, 2014

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Richard Slayton, Lauren Cnare, Melissa Huggins, John Harrington, Cliff Goodhart and Tom DeChant.

**SUMMARY:**

At its meeting of July 9, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage package located at 1 West Dayton Street. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc. A comprehensive sign package was previously approved for the grill restaurant inside the Concourse Hotel, which is now being replaced by a “Starbuck’s.” The purpose on the signage portion is to simply amend the plan to allow for one projecting sign and up to one wall sign, with both signs complying with code (projecting no more than 2-feet and a 10-foot pedestrian clearance below the sign). The package shows two separate signable areas for a wall sign for the customer to choose.

The proposal for the façade at this time is an exterior renovation to open the Starbuck’s storefront open, get the signage in and get them operational. The existing façade is currently brick panel with different color tones in them; this proposal eliminates that brick panel and canopies, take out the existing aluminum storefront and find a brick that comes closer to matching the existing panels. The storefront aluminum windows for Starbuck’s would be installed. Brick adjacent to the windows would be filled in with matching brick.

**ACTION:**

On a motion by Harrington, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

On a motion by Huggins, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL** of the façade changes for the “Concourse Hotel” specifically related to “Starbuck’s.” The motion passed on a unanimous vote of (6-0).

The motion to approve is specifically related to Starbuck’s signage, storefront windows, and removal of the stucco section above the primary doorway to match existing adjacent arches.

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 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1 West Dayton Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	6	-	-	-
	-	5	-	-	-	-	-	5
	-	4.5	-	-	-	-	-	-

General Comments:

- Still waiting for the real redo of the Concourse; it's tired and dated.