

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 18, 2009
TITLE: 502 North Frances Street – Comprehensive Design Review. 8 th Ald. Dist. (13655)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 18, 2009	ID NUMBER:

Members present were: Mark Smith, Dawn Weber, Ron Luskin, Jay Ferm, Marsha Rummel, Todd Barnett and Bruce Woods.

SUMMARY:

At its meeting of March 18, 2009, the Urban Design Commission **REFERRED** consideration of a Comprehensive Design Review located at 502 North Frances Street. Appearing on behalf of the project were Scott Mahle and Ellen Flohr, both representing Urban Outfitters. In response to the Commission's review of the project the following modifications were noted:

- Remove orange polka dot panels from the array.
- The accent panels are now a pre-painted and fabricated panel with a powder coat applied to the existing frame over the top of the existing spandrel panels. The application packet provides for identification of other areas on the multi-story building that feature the use of existing panels.

Following the presentation the Commission noted the following:

- How are overlay panels attached to the frame? Applicant noted that they could be either attached to the existing glass stop or with the glass stop removed along with the insertion of the new panel with the reinstallation of the glass stop. No details of the attachment method were provided.
- Issue with providing the panel application on all four elevations of the building. The applicants noted that outside of the partial south elevation consistent with the Urban Outfitters tenant space and the east elevation also consistent with the tenancy; there was no proposal to provide for modifications to the spandrel treatment on the lower level on the building's lower west elevation and partial non-tenancy portion of the south or State Street elevation or the building's rear or north side elevation.
- The overall patterning of add-on panels should spread out brown panels.
- The project should be referred in order to allow for the applicant to speak with the operator about the requirement to provide for the spandrel overlay application on all sides of the building.
- The Commission further noted that if affordability was an issue, the City's Façade Grant Improvement could provide additional funding to accommodate the application on all four sides of the building.

A question by the applicant to provide for the approval of the wall sign without the panels required that the sign return for further consideration and be modified to be centered in the tenant space. In addition, a request to provide more details and specs on the overlay spandrel attachment was also noted to be provided.

ACTION:

On a substitute motion by Barnett, seconded by Rummel, the project was **REFERRED** to address the above stated conditions that include:

- The applicant speak with the operator.
- The overlay spandrel application be required on all four sides of the building.
- The wall sign should be considered in tenant space along with the provision for more details and specifications on the attachment of the spandrel panels.
- The application of spandrel panels be required for the building as a whole and the applicant should inquire about obtaining a City of Madison Façade Grant in order to offset costs.

A previous motion by Luskin, seconded by Ferm, was replaced with approval of the substitute motion. The substitute motion was passed on a vote of (7-0).

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 5.5, 6, 7 and 7.5.

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
Member Ratings	-	-	-	-	-	-	-	6
	-	-	-	-	6	-	-	5.5
	-	7	-	-	7	-	7.5	7.5
	-	7	-	-	-	-	7	7

General Comments:

- Needs to be a 4-sided application.
- Like idea, would like to see all four sides addressed.
- I love the color! Fresh!
- Consider reuse of existing in pattern to reduce cost. Consider focusing more color at State Street with fewer new panels incorporated away from State Street in the overall pattern. Well done.