

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 17, 2010
TITLE: 2222 South Park Street – Modifications to Previously Approved Plans for The Urban League/Public Library Building in Urban Design District No. 7. 14 th Ald. Dist.(11468)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 17, 2010	ID NUMBER:

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

SUMMARY:

At its meeting of February 17, 2010, the Urban Design Commission **REFERRED** consideration of modifications to previously approved plans located at 2222 South Park Street. Appearing on behalf of the project were Edward Lee, Steve Harms, representing Tri-North Builders; and Annette Miller, representing The Urban Design Commission League of Greater Madison. Harms presented modifications to the previously approved building elevations for The Urban League of Greater Madison/South Madison Public Library. The project as originally approved provided for the utilization of a soft green colored horizontal metal panel as an integrated design element on its north, south and east elevations above an underlying window wall system and below the line of the second story of the building. The plans as approved also provided for the use of red colored awnings above storefront window elements on the building's east and south elevations. The project as constructed provided for a departure from the approved colors of both the metal panels and awnings in favor of a range of red colored metal panels, along with the use of a beige colored awning system. Approval of these modifications was not obtained prior to finalization of construction of the building; where the applicant requests post-installation approvals necessary to provide for a closing with the CDA. Following the presentation the Commission noted the following:

- The green panels as originally approved separated out the library portion of the building from the rest of the building and breaks down the look of the building to set off the library.
- Agrees on this issue. The color scheme blends the overall appearance of the building and makes it look more pedestrian, as well as not distinguishing the library.
- Need to examine the cost to replace or refurbish the metal panels in place or an alternative.

Continued discussion on the item, accompanied by input from Edward Lee, acting CEO of The Urban League and Annette Miller, Chair spoke on the issue of the modified material not receiving prior approval prior to completion of the building, but noted their satisfaction with its results. Further discussion by the Commission noted the following:

- Question who will pay to replace. It was noted by the applicant it has not been determined.

- What alternatives are available to distinguish library portion of the building due to the departure from the color scheme? Needs to be examined and clarified.

The discussion following a motion for referral noted the following:

- Have the library weigh in on proposed alternatives and solutions.
- Great building, issues make a mountain out of a molehill.
- Need to see whole package on what building is going to look like, including previously approved and proposed signage modifications.
- Like to see ideas to differentiate library façade from the rest of the building, want to see entire package.
- Ideal for library may be adding a layer of another metal panel behind signage consistent with the light green coloration of the metal panels as previously approved.

ACTION:

On a motion by Harrington, seconded by Wagner, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (7-1) with Luskin voting no. The motion required that the applicant look at alternatives to work with the library on issues and look at alternatives to provide distinguishing the library façade utilizing alternatives such as a metal panel overlay, fabric signage and other options for further consideration. A previous motion by Luskin, seconded by Rummel failed and was replaced by acceptance of the substitute motion on a vote of (7-1) with Luskin voting no.

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 3, 4, 4 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2222 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	4	-	-	-	-	-	4
	-	-	-	-	-	-	-	3
	-	7	-	-	-	-	8	7
	-	3	-	-	-	-	-	-
	-	-	-	-	4 (background color)	-	-	-
	-	-	-	-	-	-	-	4

General Comments:

- Unfortunate unauthorized revision.
- Work with the red band – find some type of additional element to differentiate ULGM from the Library.
- Need to coordinate signage with library to differentiate from rest of building.
- Study all signage for library to establish identity, not just north.
- An unfortunate mistake.
- Sloppy.