

## AGENDA # 10

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 19, 2010
TITLE: 2825 University Avenue – Exterior Remodeling in UDD No. 6 and Potential Comprehensive Design Review of Signage for International House of Pancakes. 11 <sup>th</sup> Ald. Dist. (18488)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: May 19, 2010	<b>ID NUMBER:</b>

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Members present were: Richard Slayton, Todd Barnett, Mark Smith, Bruce Woods and Richard Wagner.

### **SUMMARY:**

At its meeting of May 19, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on exterior remodeling in UDD No. 6 and review of signage located at 2825 University Avenue. Appearing on behalf of the project was Steve Shulfer, representing Findlay Plaza, LLC. Shulfer presented details for a new IHOP restaurant. Changes to the exterior include adding signage that will meet code, adding stone banding around the base of the structure in keeping with IHOP standards and corporate identity, and adding a small 4-foot deep entrance canopy to the west end of the structure. The existing canopy structure will be removed and fabric awnings will be added to the storefront. Doors would be removed and the storefront reframed. IHOP does want their corporate colors included in the design, which would include repainting the roof. Comments from the Commission were as follows:

- Not sure if I like the change of solid mass versus an open one with gabled entry feature.
- Like the existing building.
- Similar to the Walgreen's we reviewed several years ago at Whitney Way. Adding a 3-dimensional element for signage will look cheesy.
- East elevation looks as if the stone doesn't return. Stone has to be an element by itself or it needs to return. Could use stone just on trapezoidal ends of the building only.
- Look into removing wide swath of asphalt in back parking lot and replacing with a group of trees. Shulfer stated that it is the primary entrance for Gumby's Pizza.
- Struck by how little parking there is. I don't see any bike or moped parking. Provide path through landscape area at rear adjacent to alley (court).
- Morphing the corporate identity together gives you a better opportunity for signage.
- Virtually any change to the existing building is going to be an improvement.
- Concern with truck/delivery issues.
- Gable entry doesn't relate to the remaining architecture of the rest of the building.
- Reexamine sign, location of east elevation.

- Gable feature needs to be more prominent go through, not just a flat façade. Needs to relate to original design or be redone in a stronger fashion such as working with the existing shed roof so it's not a piecemeal approach, needs to be a real space, a three-dimensional element inside and out.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

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 2 and 5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2825 University Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	4	-	-	4	4	4	-
	5	4	-	-	-	-	-	5
	-	-	-	-	-	-	-	2

General Comments:

- Better integration of gable with structure critical.
- Architecture needs to make more of a statement, less of a remodel.
- Anything will be an improvement to existing.