

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 4, 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 4, 2009	ID NUMBER:

Members present were: Bruce Woods; Chair, Todd Barnett, Ron Luskin, Dawn Weber, Mark Smith, Jay Ferm, Ald. Marsha Rummel, Richard Wagner, and John Harrington.

SUMMARY:

At its meeting of March 4, 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 Tim Goering and Ellen Flohr, representing Urban Outfitters. Prior to the presentation staff provided an explanation as to the comprehensive design review for Urban Outfitters under consideration. Staff noted that the project provides for the painting of the existing spandrel panels on the exterior façade of the building, featuring various colors, textures, and polka dots which are reflective of the character of the first floor- second floor tenant space occupied by “Urban Outfitters” as an extension of it’s commercial identity. Staff noted that the project involves the alteration to the building’s lower level spandrel façades as well as use of coloration as an extension of the Urban Outfitters signage. Staff noted that alterations to building facades provide a level of signage beyond that authorized in the code as well as an alteration building’s façade. The building is located within the C4 district where minor alterations to the building façade require Urban Design Commission approval as well as restricts the painting of unpainted surfaces proposed with the coloration of the existing spandrel panels. Staff further noted that both the extended signage concept as well as the coloration of the building’s spandrel panels as an alteration of the building façade were inconsistent with the guidelines for the C4 district as adopted by ordinance. Following the presentation, the Commission noted the following:

- A change in color doesn’t add much to enhance integrity of the building.
- If a motion to approve evolves it should require an application similar to the underlying existing spandrel panels.
- Don’t recognize the colors, patterns, and textures/don’t recognize as Urban Outfitters, don’t see as signage – but polka dots could be solid color.
- The painted-on application needs to be more permanent and come back with alternative proposal, in addition needs to demonstrate effect on building as a whole.
- Needs to deal with effect on total building and effect of existing spandrel panels on the rest of the building in a comparable fashion as it relates to color, texture, and use.

ACTION:

On a motion by Smith, seconded by Barnett, the Urban Design Commission **REFERRED** consideration of this item noting that the proposal should come back with some way of applying color that allows for maintenance of the existing substrate with easy removal to provide for the integrity of restoration of the existing façade. In addition, the alternative should be cost-effective to resolve the issue. The motion was passed on a vote of (8-1) with Wagner 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, 5, 6, 7, 7 and 7.

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	-	-	-	-	-	-	-	3
	-	-	-	-	-	-	-	5
	-	-	-	7	-	-	7	7
	-	7	-	-	7	-	7	7
	-	7	-	-	-	-	-	7
	-	-	-	-	-	-	-	6

General Comments:

- Comprehensive approach to building needed. No paint, consider other materials. Like color.
- Color brings life to street but mechanism for application needs to follow City policy.
- Appropriate and well designed – will existing panels be saved? Reversible? Find a reversible way to apply color to spandrel panels.
- Lively, more durable solution needed, study. What panels remain? What panels are replaced?
- Color bravo.