

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 15, 2008
TITLE: 100 North Hamilton Street – Building/Façade Addition and Site Alteration in the C4 District. 4 th Ald. Dist. (12028)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 15, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Bruce Woods, Jay Ferm, Ron Luskin, Marsha Rummel, Dawn Weber, Richard Slayton and Richard Wagner.

SUMMARY:

At its meeting of October 15, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of the project “as is.” Appearing on behalf of the project were Ruth G. Shelly, Fred Lind and Mike Huffman, all representing the Madison Children’s Museum; and Mark Lefebvre, representing Kubala Washatko Architects. Host-Jablonski and Luskin abstained from consideration of this item. The review of the modified plans emphasized the following:

- The proposed use of EIFS along the backside stairwell has been eliminated in favor of the use of ground face masonry units in three different colors as part of horizontal banding in a pattern application.
- Modifications to the design for the rooftop elements features its redesign for playfulness and appropriate massing as previously requested.
- The safety fence around the perimeter atop the building has been redesigned and pulled back from the parapet.
- A review of comments by Kitty Rankin, Preservation Planner relevant to the exterior modifications to the building was noted. Rankin’s report emphasized issue with the detracting from the historical character of the building with the proposed projecting prow of the roof deck over the front corner of the building that will clash with the building’s original art deco style with a “modern and intrusive element.” Rankin recommended elimination of the extending prow or deck, the realignment of the rooftop’s perimeter fence back to line up with the front of the building.

In discussion between the applicants and the Commission, the applicant emphasized the need to maintain the projecting prow as proposed as an attraction and lookout for kids and a tool for map-based education. Following review of the plans the Commission noted the following:

- Concern with platform’s impact on the view of the Capitol.
- Agree with Rankin’s memo and the impact of the projecting prow on the aesthetic character of the building.
- Possible to cantilever without a prow, cantilever leveling along the edge of the building.
- Support prow.

- Modern insertions (such as the prow) can be removed later to maintain historic character of the building.
- The projection affects the historic character of the building, an alternative feature can provide a similar experience.
- Prow changes whole feel of building and historic view, especially with other rooftop features.

ACTION:

On a motion by Slayton, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1) with Rummel voting no. An amendment to the motion to delete “the prow” on the façade’s flatiron feature failed on a vote of (4-2) with Wagner and Rummel 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 7, 7, 8, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 100 North Hamilton Street

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

General Comments:

- Excellent.
- Great work.
- Wonderful use of roof.
- Excellent reuse of grand historic building. Request Plan Commission to take a look at prowl per recommendation of presentation planner.