



Agenda Item #: 5

Project Title: 307 E Wilson Street - Facade Alterations for Summit Credit Union in UMX Zoning. 4th Ald. Dist.

Legistar File ID #: 76206

Members Present: Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Jessica Klehr, Christian Harper, Amanda Arnold, Rafeeq Asad, and Juliana Bennett

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of March 1, 2023, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for façade alterations located at 307 E Wilson Street. Registered and speaking in support were Alec Hembree, Greg Polacheck, and Austen Conrad.

The proposed façade renovation will align the branch’s façade with Summit branding and improve its dialogue with the surrounding context. The existing arches are over-scaled and don’t fit the form of the surrounding context. A new sense of hierarchy will be given to the façade by celebrating the entry with a horizontal datum line in lieu of the arch. Materials will be more in line with existing context using brick, stone and architectural metals on the Wilson Street façade, transitioning to painting the existing EFIS on the John Nolen Drive backside. This organizes and weaves together the existing façade volumes and adds depth to a relatively flat face of the building. Anodized matte copper metallic paint applications will wrap around the volume and terminate at the Rubin’s building. The two columns supporting the canopy will go all the way up, in brick accented in similar white bands.

The Commission discussed the following:

- I think you chose the wrong datum for that entry piece, it is out of scale; it is way too tall and out of proportion with everything else. It’s so awkwardly tall and thin, the scale is off. It just needs to come down as much as it can. Otherwise it’s a great exterior improvement.
- Integration of the canopy with the new entry, you hit the nail on the head.
- I really like the modernization of your canopy over the drive area, but I totally agree that the entry is way too tall for the scale. I think you want something more in keeping with that nice horizontal. I think more simplification is needed at the back of the building where it appears you have three colors of gray; you could simplify that to one and not have that orange at the elevator overrun. It’s a very small elevation and I think there’s way too much going on. I only mean the grays, maybe limiting it to two, the orange is fine.
- Is the glass entrance on Wilson Street that high to provide access to the roof?
 - No, it can be lowered.
- I thought that was a door. That would solve that.
- That orange is a wonderful thing.
- This has always been a funky building and parcel in the urban fabric, I definitely appreciate removing the out of scale arches. I’m still not crazy about how much surface parking you see, which feels out of place, but could be remedied by how you screen that with something architectural or with landscaping. These strong datums would have a landscape element that also continues horizontal so we’re not presented with so much surface parking

lot from Wilson Street. A new tree on the left side, I don't know if that fits there with wires and proximity to the building. Something lower you could still see over for safety but that creates a green band or horizontal plane to help cover up the cars, that would be my only comment.

- The Monona Waterfront design challenge, some of the proposals obliterate this building altogether. Worth looking at out of curiosity or amusement if you are interested in checking out those master plans.
- A low wall or something between those two columns would really help.
- Bring down the entry features and anything above the dark gray datum just makes it awkward.
- It's the only one-story building around. It stands out in its size in a different proportion.

Action

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