

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 19, 2006
TITLE: 639, 645 and 651 State Street – Exterior Remodeling in C4 District. 8 th Ald. Dist. (03431)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 19, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Ald. Noel Radomski, Lou Host-Jablonski, Todd Barnett, Lisa Geer, Robert March, Michael Barrett, Bruce Woods and Cathleen Feland.

SUMMARY:

At its meeting of April 19, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for exterior remodeling in a C4 District located at 639, 645 and 651 State Street. Appearing on behalf of the project were Michael Schmidt, architect and Kevin Brown. Prior to the presentation, staff noted to the Commission that the project provides for the replacement of a uniform sign band on the existing building, currently accommodating three retail/commercial tenants that was previously approved under the provisions of the Urban Design Guidelines for Downtown Madison for properties within the C4 Central Commercial District; that encourage development of a uniform sign band for retail tenant spaces along State Street. The current request provides for the replacement of the existing sign band; initially based on a new tenant space within the building (Fuddrucker's) which desired a more updated signage treatment. Schmidt noted that there was significant deterioration to the existing sign band, as well as underlying layers from previous façade renovations to the structure. The detailed building elevations provided for a Durarock or cement board sign band and an alternative to mimic corner board treatment already present on upper areas of the building façade. The project also provides for the addition of a uniform lower awning treatment. Another aspect of the project provides for enhancement of the vertical visual separation between the various tenant spaces on the lower level of the structure, in addition to the wrapping around of the awning around to the Hawthorne Court elevation of the building. Following the presentation, the Commission generally favored the updated signage package, as well as looking at making a more consistent approach to the window façade treatment if possible, as well as providing detailing at the base of the building if windows are incorporated as part of the scale of the project with emphasis on transoms, as well as the base treatment as being important.

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 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 639, 645 and 651 State Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	6	-	-	-	6
	-	-	-	-	6	-	-	-
	-	6	-	-	6	-	-	-
	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	8	?
	-	-	-	-	7	-	-	7

General Comments:

- Awning* should extend into Hawthorne Court (*and other amenities).
- Appropriate concept for a modest redo of the façade. Would strongly prefer that they also replace and redesign the storefront glass.
- Details will be the whole story.
- Fine.
- Fresh look, uniform design that fits with building architecture.
- Like bringing back the prominence of the pillars separating the stores. Awnings are great, wrap around the corner also.