

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 12, 2019
TITLE: 710 Ridge Street – Façade Alteration for The Quarry Located in UDD No. 6. 5 th Ald. Dist. (56124)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: June 12, 2019	ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Jessica Klehr, Tom DeChant, Rafeeq Asad, Syed Abbas, Shane Bernau, Christian Harper and Craig Weisensel.

SUMMARY:

At its meeting of June 12, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a façade alteration located at 710 Ridge Street in UDD No. 6. Registered in support were John Flad and Duane Johnson. They reviewed the project history and context of asking for approval of an alteration to the first level retail windows. They presented a letter of support from Ald. Bidar, District 5. When they were in front of the Commission in January 2018 they didn't yet have their retail tenants and didn't discuss windows. They have had success with dual entrances at The Boulevard in Shorewood Hills. Their goal was to activate both the north and south elevations and internalize back-of-house activities. As they started working with prospective retail tenants, having 4 of the 6 spaces leased, 4 have no film. One tenant has a liquor store with one large cooler; they worked with staff to adjust the plan to make changes to the façade. They are introducing a 3mm film on the inside of the window; out of 42 panels, 5 would have a film. The south and east sides will still have clear panels. There is some code reference regarding glazing and tinted/spandrel glazing. They reviewed the floor plan layout showing where the filmed panels would be, reviewed the unit layouts with the University Avenue elevation showing panels with film, and showed a photo of how the glazing appears (translucent film lets some light through).

The Commission discussed the following:

- I'm surprised that a liquor store and retail area wouldn't want more visibility from University Avenue. The seating area would rather see University than the parking lot. I understand trying to make it as efficient as possible. When we saw this we were most concerned with the University Avenue side. Seeing that both have checkouts near parking prioritizes the internal façade. Having no visibility from the street that is what we emphasized with these 2-sided buildings. With 2 more suites not yet leased, it sets a precedent of how many more panels will be obscured.
- I agree, especially in the sub shop. The cash register in the middle, it's mostly rectilinear. I don't see why the plan can't be flipped, with the trash facing parking. I can see with the liquor store cooler why they have it there.

- This is a national player, the floor plans are effective for how they work, their sequence. We went from 5 to 3 opaque panels in this restaurant. As far as activation, we believe that 80% will come via auto. The neighborhood is to the south, people who will walk will come from the south.
- It should get built with clear glass as shown.
- Is this a removable film?
 - Yes it could be removed.
- Look at EVP on Mineral Point Road near the Village Bar. The parking lot is to the back with the majority of seating facing Mineral Point. This seems very inappropriate, try to sell them on the idea that University is the better view for seating. To have visibility on a busy street seems more intuitive. I agree with the cooler, seems more appropriate. The restaurant, I agree if you could flip it, you are going to have zero visibility on University Avenue. You are not seeing anything from the street.
 - We plan to have outdoor seating, that will activate the street.
- It would be nice to have dining look out over that.

The code requirements regarding the amount of glazing and spandrel were referenced.

- Typically I have an issue when we talk precedence, and in this situation we should not set a precedent. I don't think the intent is terrible, but there is a lot of what we do to activate. It makes sense to flip the restaurant. Once we start to allow this it could spiral.
- E. Washington Avenue, all of stores we forced to come to the street and they've blocked up all the windows. It's a good thought, but does not work well. University Avenue does have to be an activated street. I don't want to see what has happened on E. Washington Avenue happen here.
- We are an older City with national chains that make it work downtown. If this were on State Street we would never accept this. I'm baffled by this tenant that doesn't see the value of activating the area where you draw people in.
- It's about activation of the street.
 - These are about activation of doors.

A motion was made by Bernau to approve the obscured glass film for Suite D (liquor store) but not Suite C (restaurant). The motion was seconded by DeChant.

Discussion of the motion was as follows:

- The project could go forward as originally approved with clear glass.
- I understand the Commission, but at this moment I'm fine with screening on both suites.

An amendment to the motion was made by Abbas, seconded by Harper, to allow both suites to be obscured by glass film. The amendment failed.

The main motion is to approve just the cooler space.

A second amendment was made by Weisensel, seconded by Goodhart, to add obscured film to the south side for the restaurant.

On the amendment vote (5-2), in favor: Asad, Goodhart, DeChant, Weisensel and Bernau; opposed: Harper and Abbas.

ACTION:

On a final motion by Weisensel, seconded by Goodhart, including the original motion and the amendment, the Urban Design Commission **GRANTED FINAL APPROVAL** to add obscured film to the liquor store suite facing University Avenue for the cooler, and to the south side facing the parking lot for the restaurant. The final motion was passed on a vote of (6-1) with Asad, Goodhart, DeChant, Weisensel, Abbas and Bernau voting yes, and Harper voting no. The motion noted that the design team must come back to the Commission to add film to any other areas of the building.