

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 5, 2018

TITLE: 2164 W. Beltline Highway – New Roof Element and Façade at the Main Entry for Steinhafel’s. 14th Ald. Dist. (52854)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: September 5, 2018

ID NUMBER:

Members present: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Cliff Goodhart, Rafeeq Asad, Tom DeChant and Amanda Hall.

SUMMARY:

At its meeting of September 5, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new roof element and façade at the main entry for Steinhafel’s located at 2164 West Beltline Highway. Registered in support of the project was Alan Theobald, representing Gary Steinhafel.

Theobald reviewed the existing conditions, façade updates and the need for repairs/exterior updates. He further reviewed the overall zoning lot façades and how they relate to Steinhafel’s. Their goal is to even out the façade with the other store entries. The signage would be smaller than the existing signage and lowered by four-feet; they will be returning for the sign variance at the next UDC meeting.

The Commission had the following comments:

- Compared to the east side Steinhafel’s, this one could benefit from being a little deeper.
- The stepped cornice looks out of character. Look at not stepping it. The application responded that they tried that but didn’t like it, the step seems to bring down the scale.
- It looks top heavy. The applicant responded that it is not any more top heavy than what is adjacent.
- I have concerns about the cornice, especially in EIFS.
- Tone down the ornate decoration and make it more geometric. With a cornice that size, clean it up, use more of a straight line with no cornice detail. Simplify and remove the ornate cap.
- Maybe don’t get rid of the cap, but simplify. Keep the depth and height but use less detailing.

ACTION:

On a motion by Goodhart, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion passed on a vote of (6-0).

The applicant shall work with UDC staff on resubmittal of updated building elevations with a simplified cap detail.