

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 23, 2006
TITLE: 1400 East Washington Avenue – Exterior Remodeling in Urban Design District No. 4. 2 nd Ald. Dist. (04364)	REFERRED:
	REREFERRED:
	REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: August 23, 2006	ID NUMBER:

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

SUMMARY:

At its meeting of August 23, 2006, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on an exterior remodeling for a building at 1400 East Washington Avenue in UDD No. 4. Appearing on behalf of the project were Mark Derr and Jay Mullins. Derr stated that this is an exterior improvement strategy for the Washington Square Building that speaks to the current business occupancy, but reflects its industrial heritage. There are four main aspects to the proposal:

1. “Eyebrows” over some doorways;
2. Fabric awning structures along some elevations;
3. Raising the grade of the current parking lot; and
4. Replacing some windows and spandrel panels, as well as installing new brick in some locations.

Overall, the proposal received favorable comments by the Commission.

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 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1400 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	7	-	-	8	-	8	-
	-	7	5	7	-	-	7	7
	-	7.5	-	-	-	-	-	7.5
	-	6	-	-	-	-	7	6

General Comments:

- Nice job.
- Whimsical and creative, nicely complementing the industrial heritage of the building.
- Surprising improvement to this very unlovely building. Kudos!
- Bring along site landscape plan for review as well.
- Good start of remaking an ugly building.
- Great material for informational. Look at complementary brick colors or metal panels (say, at pilasters).