



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 7-9 W. Main Street

**Application Type:** Alteration to a an existing development in a DC District – Informational Presentation

**Legistar File ID #** [56318](#)

**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Matthew Aro, Aro Eberle Architects, Madison, WI 53703

**Project Description:** The applicant has submitted an alteration to an existing building in a DC district and is proposing changes to the main façade. Changes include removal of an existing clock, second floor windows, and all upper level brick detailing and the addition of a new larger second level window with two alternate options for exterior siding material.

### **Project History/Schedule:**

The Urban Design Commission Referred this project at the June 26, 2019 meeting.

**Approval Standards:** As this was not approved as a staff-level alteration, the UDC is now an approving body on this request. This project is located in Downtown Core (DC) District and is not a recorded landmark or national register property.

In the Downtown Commercial (DC) Zoning District, Design Review is required for new construction, additions, or exterior changes. While minor alterations may be approved by the Director of Planning, Community, and Economic Development, MGO Sect 28.074(4) states that alterations not approved as a minor alteration “shall be approved by the Urban Design Commission based on the design standards in [Sec.28.071\(3\)](#) MGO and the [Downtown Urban Design Guidelines](#).

## Summary of Design Considerations and Recommendations

The proposed modifications were not approved as a minor alteration due to staff concerns regarding the alteration's inconsistencies with the Downtown Urban Design Guidelines and Downtown Plan.

Excerpts from the **Downtown Urban Design Guidelines**, Architecture section 4) Door and Window Openings: *As emphasized in the Downtown Plan, it is especially important to create a comfortably-scaled and thoughtfully detailed streetscape and how the openings in building walls (windows, doors, etc.) are incorporated have an influence on the perception of a building’s mass and how it is experienced by pedestrians.*

- a. *The size and rhythm of windows and doors in a building should respect those established by existing buildings in the area where a clear pattern exists, and the residential and/or mixed-use nature of the building. (Figure 10)*
- b. *Existing traditional buildings should not have window openings with different sash configurations, smaller windows, or materials inappropriate to the original design. Transom windows should remain transparent/translucent.*

Staff does not believe that the proposed designs are consistent with the applicable design guidelines and recommends that the Commission also review the June 26, 2019 referral report (attached). Specific findings should made in regards to the applicable standards and guidelines, as required by ordinance.