

## AGENDA # 3

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> October 20, 2010
TITLE: Report of the Façade Grant Staff Team – 554 West Main Street. 4 <sup>th</sup> Ald. Dist. (19822)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: October 20, 2010	<b>ID NUMBER:</b>

---

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

### **SUMMARY:**

At its meeting of October 20, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a façade grant located at 554 West Main Street. Appearing on behalf of the project were Steve Shulfer, Jenny Dechant and Patrick Rynes, representing The Echo Tap. Percy Brown of the Façade Grant Team spoke to his support of this façade grant. Rynes spoke about his connection to the neighborhood, and that The Echo Tap is the second oldest family owned tavern in Madison. The neighborhood has changed so drastically over many years and The Echo Tap hasn’t kept up. The neighborhood now caters to young professionals and not just students and that’s why we have to change. The design would not only help to blend into the neighborhood but would encourage that type of clientele to come into the tavern. We want to change the fortress-like look of the building and brighten it up, have some windows to see in and out so you’re not intimidated to come in. We plan to expand our food business as well to encourage more new clientele. Shulfer described some of the current massing and what they are trying to do with the new design without having to tear down the building and starting over. Both entrances will remain in its current location. Dechant spoke to the specific site design changes, including limiting the modifications to the roof and using the parapet to build off of. They are still proposing to open up to the street front as much as possible. Carrying through trim lines and lighting has been incorporated, as well as stripping out elements that didn’t tie into anything else. Comments from the Commission were as follows:

- This looks a lot better. I appreciate being able to look into the windows.
- This is much improved. Thank you or your work and the detailed explanation that you provided.
- The site design is outside of our purview, but how are you handling the trash removal?
  - I have a contract with Madison Management Properties and use their dumpster, so I do have containers located in the parking lot and wheel them over to the dumpster.
- I encourage you to think about tightening up that parking lot. If you tighten it up it gives you all this space for landscape or future seating. It would really benefit you.
- I think it’s terrific that you’re moving from a building that was internalized to one that is externalized.
- Thank you for the history of the building.
- I have concerns for long-term performance of the lower trim band as some kind of cellular PVC would be a lot better than wood.

- It might be nice if you allow for some downlights on these pilasters. You might think about narrowing them (the pilasters).
- Nicely simplified. You have great menus on special event days.

**ACTION:**

On a motion by Barnett, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for the following:

- The applicant has the flexibility to avoid wood trim as needed for maintenance.
- If they would like to look at narrowing the width of the pilasters and lighting, that can go back to staff for approval.

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 5, 5, 6, 6, 7, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 554 West Main Street**

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

General Comments:

- Great improvement!
- Design is an improvement over previous design. Good use of façade grant.
- Better. Appreciate effort to update building. Seems too fussy for personality of The Echo, IMHO.
- Much improved.