

## AGENDA # 4

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> August 20, 2008
TITLE: 1 South Pinckney Street – Exterior Remodeling in the C4 Central Commercial District, US Bank Plaza. 4 <sup>th</sup> Ald. Dist. (11317)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William A. Fruhling, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: August 20, 2008	<b>ID NUMBER:</b>

---

Members present were: Lou Host-Jablonski; Chair, Jay Ferm, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Richard Wagner.

### **SUMMARY:**

At its meeting of August 20, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** for an exterior remodeling in the C4 Central Commercial District, US Bank Plaza, located at 1 South Pinckney. Appearing on behalf of the project were Brad Binkowski, Matthew Dumich, and David Jennerjahn all representing Urban Land Interests. Binkowski stated that the building's original architect had a goal of an energy efficient building, but this was not achieved due to the heat gain from the atria, which also creates poor working conditions for employees. He stated that the propose design maintains the 2-story atria and the architecture of the building. He also discussed potential future improvements to the building but clarified that they are only asking for the following three alterations at this time: squaring off the sloped atrium (floors 1-3) along Pinckney Street, squaring off the sloped atrium (floors 4-6) along Pinckney Street towards East Washington Avenue, and extending an upper story addition towards Pinckney Street. The Commission discussed the following items:

- The need to eliminate dead spaces along the sidewalk
- The appropriateness of creating a rhythm of 5 masses along the Pinckney Street elevation at the lower levels
- The future desire to provide direct access to commercial spaces
- The design of the building entrances
- Signage

A memo from Mark Olinger (Director of the City's Department of Planning and Community and Economic Development) outlining the approval process for this project, and a memo from Kitty Rankin (City's Historic Preservation Planner) stating that she did not object to the proposed changes were distributed.

### **ACTION:**

On a motion by Wagner, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL** for an exterior remodeling in the C4 Central Commercial District, US Bank Plaza, located at 1 South Pinckney, subject to the following conditions:

- That all signage must be approved by the Commission
- That the top edge of the horizontal element above the primary entry be aligned with the top edge of the segments on either side (it was clarified that the depth of this element may vary from the plane of the street wall)
- That the final details of changes to any of the building's entrances must be approved by the Commission.

The motion was passed on a vote of (5-2) with Host-Jablonski and Rummel voting no.

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, 6, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1 South Pinckney Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	7
	7	6	-	-	-	5	6	6
	-	7	-	-	-	-	8	7
	-	8	-	8	-	-	9	8
	-	-	-	-	-	-	-	6
	-	6.5	-	-	-	-	7	-

General Comments:

- Big improvement to interiors and roof gardens. Entrances and street facade need refinement.
- Appropriate adaptation of questionable original building presentation. Look forward to seeing the terrace spaces.
- Wow, lengthy involved review. Work on missing “teeth”.
- Want to see stronger roofline on lower atria, design for Pinckney entrances that address street, and any plans for additional entrances on East Washington and Webster.