

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

Legistar # _____

DATE SUBMITTED: 3/9/2010

Action Requested

- Informational Presentation
- Initial Approval and/or Recommendation
- Final Approval and/or Recommendation

UDC MEETING DATE: 3/17/2010

PLEASE PRINT!

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PROJECT ADDRESS: 2222 S. PARK ST.

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
URBAN LEAGUE of GREATER MADISON TRI-NORTH BUILDERS
2222 S. PARK ST. 21015 ROSEBROOK PK DR
MADISON WI 53725

CONTACT PERSON: STEVE HARMS
 Address: (TRI-NORTH)
 Phone: 271-8717
 Fax: 271-2284
 E-mail address: sharms@tri-north.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee) MINOR MODIFICATION to A PREVIOUSLY APPROVED PLAN
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

March 10, 2010

Memo:

To: Urban Design Commission
From: Urban League of Greater Madison

Re: 2222 S. Park St.
Exterior Metal Band Color
For March 17th UDC Meeting

1. We researched the methods available to the team to change / add color to the band. It is feasible to do either (with the cost borne by Tri-North).
2. We met with the signage company, ULGM and Library representatives to discuss our options.
3. After a short discussion the entire team wishes to retain the existing color scheme for the following reasons:
 - a. The red color is a very “active” color that says “there’s something exciting going on here”.
 - b. The group feels strongly the colors coordinate with the remaining building elements very well and does feel introducing another color would detract from the overall aesthetic.
 - c. Public feedback is very positive for both the exterior and interior with comments heard – “appropriate”, “fits in the neighborhood”, “love the bold red in contrast to what the Villager is doing”.
 - d. The following is from an email from Jeanine Zwart of the city speaking for the Library project’ “We are both in agreement, we like the red band, and do not support the request to change it back to green. “
4. We understand the original concept of “separating” the library element. We feel the distinct nomenclature of the retail glass presence at street level does more to say “Library” than a different color band. As one of the UDC members said at our last meeting “color should not determine good design”. The building has turned out very well do to the combined efforts of the ULGM team and the UDC and the process. We respect this process and want to reiterate our apology for not following the correct procedure when a change was necessary.

We respectfully request approval of the building as it stands for the above reasons.

Thank you for your thoughtful consideration.

Tri-North Builders
Steve Harms



Project as previously approved.



Project as built.