

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** November 7, 2012

TITLE: 25 West Main Street – Exterior  
Remodeling in the C4 District,  
AnchorBank. 4<sup>th</sup> Ald. Dist. (28185)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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**ADOPTED:**

**POF:**

DATED: November 7, 2012

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Tom DeChant, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroley and Marsha Rummel.

**SUMMARY:**

At its meeting of November 7, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for exterior remodeling in the C4 District located at 25 West Main Street. Appearing on behalf of the project were Brad Binkowski and David Jennerjahn. Binkowski discussed the current conditions of the building which have precast fins that stick out 2 ½-3 feet. The original concept for the building was to expand to the south and mimic the original architectural character of the fins and surrounding buildings. They are proposing something more exciting and contemporary. The reality is the current exterior of the building is in danger of failing; it is at the end of its useful life. AnchorBank commissioned an analysis that looked at the fins, the attachment details and concluded that something really dramatic needs to be done to preserve the value of this building. They looked at recladding the building, removing the fins, replacing the fins and are committed to staying on the Square as a signature building for AnchorBank. The building was built in two halves and there is virtually an entire row of stairs, elevator mechanical chases that divides the two halves of the building almost into two separate halves with no connection making it very difficult space to use. When the bank was looking at options for the exterior they looked at creating more interior floor space and change the character of the exterior to make it something that will be viewed as much more contemporary and allow it to be redefined as a Class A office building. This will increase the office space from 106,000 square feet to almost 160,000 square feet, as well as create roughly 196 parking stalls located behind the building. Jennerjahn spoke about the exterior changes proposed. The façade is a rewrapping of the existing building structure respecting the structural bays, the rhythm of the old precast elements but doing it in a glass curtain wall with tinting. New restaurant tenant space will be created that has the potential to spill out onto the first floor roof terrace to activate the street. The entry point for parking is on the Doty Street side using the natural slope of the area with the majority of parking to be located underground. They are exploring ways to dramatically improve the energy efficiency of this building by at least 40% by using chilled beams. The concept of using glass is a very striking difference to what people have been used to seeing since 1963.

Comments and questions from the Commission were as follows:

- What will it be like to look through green tint?
  - It's the natural tint of glass so even clear glass has a slight green tint. We will how you the materials. It won't be a pea green glass by any stretch of the imagination.
- How is this actually going to read with the mullions?
  - It would be a four-sided silicone glazed glass similar to 33 East Main Street.
- I like the modern interpretation. The texture is there. I think you've got a great start here.
- I like the old bank, the depth of the façade and the scale. The floor to ceiling heights are a liability in a lot of ways. Those individual bays have a really nice proportion and when you're walking along there that little balcony is a nice place to walk under. I don't think wrapping this in green saran wrap is a real interpretation of this.
  - Potentially we'd have some exposed mullions coming through the glass to recall a bit more the grid work so it's not just a glass differentiation.
- Sometimes I've noticed that finding the front door is difficult, it's a bit confusing.
  - We want to make something active, interesting and contemporary. Where you feel like it's architecture all the way around. It's the front face of the building for somebody driving.
 I'd like to see more how you would change the entrance on the Square.
 

The concept is to redefine and call attention to where you enter the building. Right now it's very awkward and confusing. We have to make that coherent and logical.
- What would be great about the doors is having a first floor that is more permeable. The idea of adding the restaurant and having that as a separate entrance. You could activate the street there.
- I actually like the play of the angles in the glass on the front and back. It's clearly a different era than that other glass bank.
- What's your timetable?
  - The reaction has been pretty encouraging. Our goal would be to come back to you in about a month with some more refined concepts that we could really potentially take to an approval.
- If you're looking to recall things, you could put those fins inside the restaurant.

**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 is 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 25 West Main Street**

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

General Comments:

- Excellent start.
- Great start.