

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 4, 2008	
TITLE: 610 and 614 South Park Street – Exterior Remodeling in Urban Design District No. 7. 13 th Ald. Dist. (10502)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: June 4, 2008	ID NUMBER:	

Members present were: Lou Host-Jablonski, Jay Ferm, Marsha Rummel, Bruce Woods, Todd Barnett, Richard Slayton and Richard Wagner.

SUMMARY:

At its meeting of June 4, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of exterior remodeling located at 610 and 614 South Park Street. Appearing on behalf of the project was Barry C.J. Yang. The project provides for the consolidation of three adjacent but separate commercial/retail storefronts to be combined to create a single uniform façade for a restaurant called “Edo Garden.” The exterior renovations include a rear addition to the building which provides for an expansion of the kitchen area along the backside of the site adjacent to an existing alley. The renovation provides for a primarily masonry façade utilizing two different colors of brick masonry as found on various sections of the existing building façades, in combination with the incorporation of modular brick to match as close as possible the existing masonry. The façade renovation includes the development of new window openings in addition to an enhanced entry to the combined façades. The new windows feature dark brown anodized aluminum window frames with “Low E” glass. Yang noted that the project as proposed could not meet the Urban Design District’s requirement to provide for “the ground floor of commercial buildings shall have at least sixty (60) percent of the street wall area devoted to windows to enhance the pedestrian character of the primary street.” Staff noted that the combined window openings and restaurant entry came close to the 60% threshold if the “street wall area” did not include the parapet area beyond the surface of the combined buildings. Staff further noted that the proposed façade renovation outside of this issue was generally consistent with the provisions of Urban Design District No. 7. Yang further commented that the alterations necessary to meet the 60% requirement could not be met due to structural issues with the combined building façades. Following the review of up/down lights proposed on the building façade and proposed signage, the Commission noted the following:

- Aside from the 60% window covering issue, tinting shall be only for solar control.
- The project is an incredible improvement to what’s there, a little tinting is not an issue, like the proportions of the windows as proposed.
- Vast improvement in enhance and design.
- Encourage applicant to mix brick to eliminate the barrier between old and new brick.
- Talk with Arthur Ross of Traffic Engineering to place bike parking in the public right-of-way in front of the building.
- The architect is provided latitude to move stone band or brick courses up or down to create a contrast between the varying building façades.

- In order to accommodate the proposed wall sign on the upper parapet of the building, pull stone band down to get a better proportioned signable area, with the sign to be redesigned not to be an internally lit can sign but to be modified to either be face lit or a routed face with cut out internally illuminated letters.

The Commission noted that the issue relevant to the requirement for a 60% of the street wall area to be devoted to windows is superceded by a superior sign solution for the renovation of the buildings' front façade that satisfies the requirement to "enhance the pedestrian character of the primary street." The Commission further noted the project's high quality. The Commission also noted that the renovation of the building was consistent with the general concept of the Urban Design District in regards to restoration/preservation activities.

ACTION:

On a motion by Barnett, seconded by Woods, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion provided that glazing for windows shall feature a light tint with good visibility, the adjustment of the stone belt course either up or down to create contrast or to provide better alignment between the various individual building façades, along with a modification to the proposed wall sign to be face lit; feature individual channel letters or routed face cut individual lettering.

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, 7, 7.5 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 610 & 614 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	7	-	-	7	-	7	7
	-	8	-	7	7	8	8	8
	-	6	-	-	6	-	7	6
	-	7	-	7	8	-	6	7
	-	7	-	-	8	-	-	7.5
	-	-	-	-	-	-	-	6
	-	6.5	-	6	6	-	8	7

General Comments:

- Very nice adaptive reuse will improve street character. Keep windows lightly tinted.
- Handsome elevation. Appropriate Park Street character.
- Vast improvement over existing. Seek bike parking from City.
- Handsome improvement to the street wall. Appreciate the restraint on the modest sign design.
- Very good presentation/packet.