

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 4, 2010

TITLE: 121 South Pinckney Street – Report of the
Façade Improvement Grant Staff Team. 4th
Ald. Dist. (19394)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 4, 2010

ID NUMBER:

Members present were: Richard Wagner, Henry Lufler, Marsha Rummel, Melissa Huggins, Jay Ferm and Mark Smith.

SUMMARY:

At its meeting of August 4, 2010, the Urban Design Commission **ACCEPTED** the report of the Façade Grant Staff Team for a façade grant located at 121 South Pinckney Street. Appearing on behalf of the project were Joshua Berkron, Patrick Sweeney, Julie Fisher, Rachel Crowl and Scott Lewis. Matt Mikolewjeski from the City's Economic Development Division/Façade Improvement Grant Staff Team presented details of the project. The project will not only improve the appearance of the building but also improve the highly visible corner in downtown. Revised elevational details showing the ventilation system were handed out. Staff explained that the sign has to stay within the inset panel in order to meet applicable sign ordinance requirements. Comments from the Commission were as follows:

- Concern with the sign being a bit too low in relation to the sidewalk. Sweeney responded that it is about 7 ½ feet. You might want to rethink that because it's throwing off the perception of how high it is off the ground; the scale of the architecture with signage off with signs at 7 ½ feet to ground.
- What is the material of the window boxes, the height off the ground, and the projection?
 - They project about 4", they are very shallow, made out of metal. The lowest point is 3'8" and the highest point is about 5'8". The mounting can be adjusted. They will be securely affixed to the building.

I urge you to be really thoughtful to how those are put on there because people will be bumping into them. Concern with sharp metal corners and pedestrian safety; need visual queue to keep people from bumping into them.

- I urge you to confirm with the manufacturer that the "plastic" siding (Fypon) can actually be painted in the dark colors that you want, as well as maintain its appearance.
- The scale and feel of this will be much more in keeping with the downtown neighborhood. I think it'll be a very beneficial project.
- It's beautiful.
- Good work, nice presentation.

ACTION:

On a motion by Rummel, seconded by Lufler, the Urban Design Commission **ACCEPTED** the report. The motion was passed on a vote of (5-0).

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 6.5, 7, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 121 South Pinckney Street

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

General Comments:

- Welcome upgrade to tired façade.
- Excellent façade.