



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 7-9 W. Main Street

**Application Type:** Alteration to an existing development within a DC District – Final Approval Requested

**Legistar File ID #** [56318](#)

**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Matthew Aro, Aro Eberle Architects, Madison, WI 53703

**Project Description:** The applicant has submitted an alteration to an existing building and proposed a preferred option that removes the first level clock detail and modifies second level windows into a single window that spans across the two buildings. A second option with smaller second level windows has been provided for discussion.

### Project History/Schedule:

The Urban Design Commission approved a façade alteration on June 1, 2016 that primarily related to the ground level modifications. This item is back for another alteration request that requires Urban Design Commission Design Review.

**Approval Standards:** As this was not approved as a staff-level alteration, the UDC is now an approving body on this request. This project is located in Downtown Core (DC) District and is not a recorded landmark or national register property.

In the Downtown Commercial (DC) Zoning District, Design Review is required for new construction, additions, or exterior changes. While minor alterations may be approved by the Director of Planning, Community, and Economic Development, MGO Sect 28.074(4) states that alterations not approved as a minor alteration “shall be approved by the Urban Design Commission based on the design standards in [Sec.28.071\(3\)](#) MGO and the [Downtown Urban Design Guidelines](#).(DUDG)

## Summary of Design Considerations and Recommendations

Due to staff's concerns regarding the alteration's compatibility with the design and proportions of the existing facade, the removal of upper floor architectural details, and design guideline inconsistency, the proposed modifications were not approved as a minor alteration.

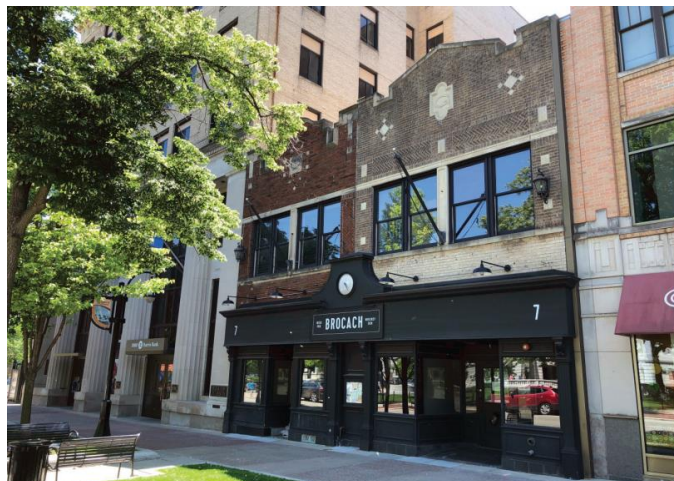
Staff does NOT believe that the applicant's preferred option is consistent with the applicable design guidelines referenced below. While the other option results in fewer modifications to the upper level facade, it also changes the historic window patterning and requires modifications to surrounding detailing. Specific findings should be made in regards to the applicable standards and guidelines, as required by ordinance.

For reference, below are specific excerpts from the Downtown Urban Design Guidelines, Architecture section 4) Door and Window Openings.

*As emphasized in the Downtown Plan, it is especially important to create a comfortably-scaled and thoughtfully detailed streetscape and how the openings in building walls (windows, doors, etc.) are incorporated have an influence on the perception of a building's mass and how it is experienced by pedestrians.*

a. The size and rhythm of windows and doors in a building should respect those established by existing buildings in the area where a clear pattern exists, and the residential and/or mixed-use nature of the building. (Figure 10)

b. Existing traditional buildings should not have window openings with different sash configurations, smaller windows, or materials inappropriate to the original design. Transom windows should remain transparent/translucent.



EXISTING FAÇADE CONDITIONS



PREFERRED FAÇADE PROPOSAL



ALTERNATE FAÇADE PROPOSAL