

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 11, 2011

TITLE: 202 North Henry Street – New Construction and Exterior Remodeling in C4 District, Expansion and Renovation of an Existing Building. 4th Ald. Dist. (22360)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 11, 2011

ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner and Henry Lufler, Jr.

SUMMARY:

At its meeting of May 11, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction and exterior remodeling located at 202 North Henry Street. Appearing on behalf of the project was, Mark Lefebvre, representing Shine Advertising and Kubala Washatko Architects. LeFebvre presented plans to remodel the old “White Horse Inn” restaurant for future office use. The exterior will be repainted on the lower portion, a middle band up to about 10-feet in a different color, and existing brick above. A new entry canopy will be placed at the main entry corner in a dark color and clear anodized storefront windows everywhere. The only signage will occur at the entry canopy, channel letters on the outside with laser cut simple signage, internally illuminated between the channels. He further clarified that they are expecting to meet with Jerry Lund to discuss approval of the canopy sign over the public right-of-way as part of the “Privilege in Streets” process. Barnett thought this is a fine project, the overrun may be a bit tall, but he sees no problem with it. O’Kroley finds it an interesting way to preserve a building. Smith commented that the elevator overrun pediment may not be fully necessary. LeFebvre said that corner is the most important aspect of the building and it’s necessary to tie it together with a similar feature as exists with the corner parapet on the elevator overrun. Smith thinks the corner should be itself without trying something new to fit in with the new even though it’s different. Barnett suggested having the roof articulation on the two short sides, put it on the fourth side and just have a scupper, or articulate its upper edge with flat architectural details.

ACTION:

On a motion by Barnett, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0). The motion gives the applicant the option of treating the elevator overrun in a much simpler manner so it’s flat, trimmed nicely and has the same material.

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 7, 7 and 7.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 North Henry Street

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

General Comments:

- This looks very promising.
- Nice reuse of cool commercial building.