

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 6, 2017
TITLE: 311 North Frances Street – Façade Changes for “Strings Ramen” in the Downtown Core. 4 th Ald. Dist. (49469)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: December 6, 2017	ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, John Harrington, Cliff Goodhart, Amanda Hall, Lois Braun-Oddo and Michael Rosenblum.

SUMMARY:

At its meeting of December 6, 2017, the Urban Design Commission **REFERRED** consideration of façade changes for “Strings Ramen” in the Downtown Core located at 311 North Frances Street. Appearing on behalf of the project was Eric Zhao. The applicant presented plans for the addition of wood paneling on the building, in addition to signage.

Comments and questions from the Commission were as follows:

- In looking at the details of the existing building, I don’t find the wood panel addition to be compatible with the existing architecture. Is it needed outside the signage?
 - We want the restaurant entry to stand out on the street.
- I’ve seen the building and have concerns regarding changing the architecture.
- I like the design. It’s edgy, but in the realm of reasonable.
- I’m concerned if the business moves, what happens when you remove the wood panels?
 - We will attach it to the grout of the building. If it’s removed it can be patched and the grout repaired.
- Can you propose something more restrained, for example, create a portal without wrapping around? Can you create a portal around the entry rather than wrap the corner? Architectural features are being covered, which is not acceptable. Can you work around what is existing? How high does the wood panel go?
 - The wood comes up to the first masonry band.
- Can you look at using the wood as infill within the storefront rather than applied to the building exterior corner?
- Can you look at the possibility to infill the lower areas, more in front of the façade?

ACTION:

On a motion by Harrington, seconded by Goodhart, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (5-1) with Hall voting no.