

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 17, 2010

TITLE: Report of the Façade Improvement Grant Staff Team. **REFERRED:**

REREFERRED:

A: 916 Williamson Street (Madison Sourdough Company)

REPORTED BACK:

B: 811 Williamson Street (vacant)

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 17, 2010

ID NUMBER:

Members present were: Bruce Woods, Marsha Rummel, John Harrington, Richard Slayton, Dawn O’Kroley, Jay Ferm, Mark Smith, Todd Barnett and Ron Luskin.

SUMMARY:

At its meeting of March 17, 2010, the Urban Design Commission **ACCEPTED** the report of the Façade Improvement Grant Staff Team for 916 Williamson Street. Appearing on behalf of the project were Steve Shulfer and Jennifer Dechant, both representing Chvala Ventures. Matt Mikolajewski of the Office of Business Resources and member of the Façade Improvement Grant Staff Team introduced and summarized the scope of work and recommendations for both projects. Shulfer and Dechant provided an overview of the renovations primarily to the streetside façade to accommodate its occupancy by “Madison Sourdough Company” that consisted of replacing all materials in all openings with new storefront materials. Staff noted that the signage elements on proposed awnings may have issues with consistency with code requirements and recommend review by Zoning Staff. Comments by the Commission noted the following:

- Concern with style of garage door, appears as a residential style versus a more commercial style door; panels are more flush versus dimensioned panels on the existing garage door.
- Garage door stands out, need something more in kind with proposed aluminum storefront; not necessary to be traditional.

At its meeting of March 17, 2010, the Urban Design Commission **ACCEPTED** the report of the Façade Improvement Grant Staff Team for 811 Williamson Street. Appearing on behalf of the project was John Freiburger, representing Brent Starck. Freiburger provided details on the renovation of an existing masonry structure located in the Third Lake Ridge Historic District (administratively approved by Landmarks Commission staff).

ACTION:

On a motion by Luskin, seconded by Barnett, the Urban Design Commission **ACCEPTED** the report of the Façade Improvement Grant Staff Team for 916 Williamson Street. The motion was passed on a vote of (8-0).

The motion provided that the garage door be modified to address comments with approval by staff and that the awning signage and use of the existing ground sign be approved by Zoning.

On a motion by Luskin, seconded by Barnett, the Urban Design Commission **ACCEPTED** the report of the Façade Improvement Grant Staff Team for 811 Williamson Street. The motion was passed on a vote of (8-0).

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 5/8, 6/7, 7, 8, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 916 & 811 Williamson Street

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| Member Ratings | - | - | - | - | - | - | - | 8 |
| | - | - | - | - | - | - | - | 8 |
| | - | - | - | - | - | - | - | 7 |
| | - | - | - | - | - | - | 8 | 8 |
| | - | 6/7 | - | - | - | - | - | 6/7 |
| | - | 5/8 | - | - | 5/6 | - | 5/8 | 5/8 |
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General Comments:

- Both excellent, other than 916 garage door.
- Great plans.
- Nice improvements.
- Great improvements.
- Enough with the awnings already.