

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION      **PRESENTED:** July 11, 2012

**TITLE:** 100 Block State Street: 117-119, 121-123, 125, 127-129 State Street; 120, 122 West Mifflin Street – Project that Involves the Demolition, Renovation and Refurbishing of Some Structures, as well as New Construction in the C4 Central Commercial District. 4<sup>th</sup> Ald. Dist. (24478)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

**DATED:** July 11, 2012      **ID NUMBER:**

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Members present were: Richard Wagner, Marsha Rummel, Dawn O’Kroley, Richard Slayton, Henry Lufler, Melissa Huggins, Cliff Goodhart, Tom DeChant and John Harrington.

**SUMMARY:**

At its meeting of July 11, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of the demolition, renovation and refurbishing of structures, as well as new construction in the C4 Central Commercial District located at 117-119, 121-123, 125, 127-129 State Street; 120, 122 West Mifflin Street. Appearing on behalf of the project were George Austin, Eric Lawson, Doug Hursh, Grant Frautschi, and Sarah Frautschi, all representing the Block 100 Foundation; Scott Kolar and Mary M. Kolar. Austin stated that the Frautschi’s and the Block 100 Foundation listened very carefully to all the input from the community and City boards and commissions. Their objectives are to honor State Street’s historic past, sustain its retail character, enliven North Fairchild Street, give the properties another 100 year life, benefit the Overture Center and provide an addition tax base. The Stark building will be retained, eliminating the public garden aspect previously discussed and holding the corner. The office entrance has been moved from State Street to mid-block on Fairchild Street. The new construction will be a “modern design of our time,” rather than keeping the Buell façade. The setback of new construction has been increased from the Castle & Doyle building to not be visually intrusive. Hursh reviewed the surrounding context, massing models and design changes. Retail remains on State Street with the ability for some small retail to occur within the new development. They are creating a service corridor behind the retail to provide accessible restrooms, storage below in the basement and trash storage. A small lobby area will also attract more activity to the Fairchild elevation. The Stark building and the Schubert building will be a restaurant space. The kitchen will be at the center of the block to keep the activity on the perimeter. The upper floors will be connected to keep them as open as possible. Skylights into the Vallender and Stark buildings will add some natural light to those spaces, as well as green roofs. A 10-foot setback on the fourth floor has the possibility of being residential. Glass front retail will run along the first floor elevation of State Street.

Comments and questions from the Commission were as follows:

- You've done a great job mixing old with new. I love the Fairchild elevation. It's a beautiful complement to the Overture and library, and what the existing buildings are. I'm just thrilled about this.
- The one piece that feels klunky here is the State Street elevation of the big glass piece, the bold piece. It looks like it's a piece out of a box from 20 or 30 years ago, but I trust that you'll make it work.
- I love the refinements you've made to the piece on Fairchild. Perhaps research the possible need for a mid-block crossing from that Fairchild entrance to the Overture Center, but that's beyond our purview.
- Regarding the glass piece on State Street, perspectives showed a lot more detail than on the elevations. Is there some articulation there?
  - It's a zinc frame, a reveal, a smaller frame that the glass would go in. Within that frame, the idea is to keep that fairly clean glass without surface mullions, and be able to see through that, to see the structural slab and detailing. No spandrel. We've talked about the possibility of doing a foot coating so from the outside you get a light sandblasted feel where you could see but it would still obscure that.
- Do you think the awnings are necessary on State Street, because you said they are not there for shading purposes.
  - I think what it does is allow some color on the building in a more lighter, playful way versus trying to put it in the bricks and mortar, where you'd be stuck with it forever.
- Have you looked at not doing that central piece in the new Vallender building?
- When you looked at doing the floor volumes in the new building; you had two buildings but you have four volumes. There's that datum line going across all of them, are you doing it because it's next to the Castle & Doyle building? I would like to see your building be the new landmark in 100 years and not because it's next door to a landmark building. That line is very strong.
  - If you look at places that have that sense of urban unity but still have interest, there are those datum lines that start to connect the buildings even though they are separate. We did look at these windows starting to align here, part of that is the fact that the floor level is here and we wanted to line that up, but the windows could align with the Castle & Doyle building. These windows are starting to pick up that rhythm while not repeating it exactly as it is.
- If people choose not to have awnings, will there be signable areas built into the buildings?
  - We did talk about that and show it on the brick here because awnings can become flat. These are shown as awnings so they are smaller and cleaner, and they protrude out at an angle where you wouldn't want to necessarily put a sign on it. There is an area on the brick for that.

Make sure signable areas are provided in lieu of awnings.
- This is a building that very much nestles itself into the context and creates an urban datum, while allowing those other buildings to maintain that historic continuity. Each building has its own character. The elevations may read flatter than it really is going to be; that's going to do a lot to change the character of essentially four façades on State Street. It wants you to appreciate where you are rather than focusing at that section of the building.
- I'd like to express a deep appreciation to the Frautschi's for their patience and coming back and bringing us a project that meets many goals the City has, as well as some of theirs.
- If I look at the Fairchild façade in the glass openings, I count six bays across and when I look at the floor plan the lobby doors come out to the left, but the renderings show them on the right and the floor plans actually show another door on the right. Since the documents are basically the foundation for what gets approved you're going to need to revise something there to make that clear.
  - The elevations you have are more current. They should jive with the floor plan.

But the floor plans as I see it show the lobby having double doors and then there's an exit from the stairwell as well, so there would be three doors opening into those six slots and the double doors seem to be on the right rather than the left. It's a technical kind of correction.

That is a change we made recently.

- Trash doors on rendering versus elevation needs to be consistent as “solid.”
- Are you going to put a name, address or signage on that side of Fairchild? It almost says, “what is this?”
  - It could be a possibility. We have to have the address for sure.
- Given the standard palette I think those splashes of color would be important. And the selection of color is important. The awnings are critical.
- The glass proportions seem not quite right to me.

**ACTION:**

On a motion by Lufler, seconded by Slayton, the Urban Design Commission **GRANTED INITIAL AND FINAL APPROVAL**. The motion was passed on a vote of (8-0) with advisory address of comments made.

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, 8, 9, 9 and 10.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 100 Block State Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	9	-	-	-	-	9	9
	-	-	-	-	-	-	-	10
	-	-	-	-	-	-	-	7
	-	9	-	-	7	-	9	9
	8	8	-	-	-	-	8	8

General Comments:

- City should place focus on the design of the streets at this node. Insertion of a modern volume in a historic context very successfully done on a Citywide scale. Appreciate the applicants' continued care in designing individuality into each space and each 20' State Street bay.
- Excellent solution to difficult problem. Details will be critical.