

## AGENDA # 9

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** June 11, 2014

TITLE: 1 West Dayton Street – Façade Alteration  
in the Downtown Core District for “The  
Concourse.” 4<sup>th</sup> Ald. Dist. (34365)      **REFERRED:**  
**REREFERRED:**

**REPORTED BACK:**

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

DATED: June 11, 2014      **ID NUMBER:**

---

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Tom DeChant, Lauren Cnare, Richard Slayton and Cliff Goodhart.

### **SUMMARY:**

At its meeting of June 11, 2014, the Urban Design Commission **REFERRED** consideration of a façade alteration in the Downtown Core located at 1 West Dayton Street. Appearing on behalf of the project was Stephen Zanoni, representing The Madison Concourse Hotel. The lobby is currently undergoing renovations that will include a new “Starbucks.” The vestibule will be removed and a new aluminum vestibule with glass entry doors will be constructed. The existing façade is a brick that doesn’t match the existing tower brick from mismatched patch work over time; they propose arches on the first floor to accentuate the horizontal banding along Dayton Street. The arches that are there now do mimic the top but do not necessarily fit on that first floor because there are no other arches along the entire Dayton Street façade. Building materials are EIFS to avoid introducing another material to the building. Eventually all the brick panels that do not match the tower brick will be removed and the storefront aluminum windows will be framed in a limestone veneer. The windows will be frosted transparent. Behind the windows now are emergency egress stairs that come out of the second floor and the 3<sup>rd</sup>-5<sup>th</sup> floor hotel rooms. Their proposal is to create a storefront aluminum “exit” with no trim on the outside. The existing “stucco” is a light tan; they are proposing to take it to a natural limestone color to reflect other limestone along Dayton Street. On the front entrance of the building they are proposing a tile veneer at the existing vestibule, which is currently a limestone veneer; they are attempting to bring some of the interior materials to the exterior. The Secretary noted concerns with creating a large band of EIFS, creating a huge horizontal band without any transition with no reveals, and the size of the sign band. They are preparing an amendment to the Comprehensive Design Review to include the “Starbucks” signage and are considering options for a blade sign for “Starbucks” as well.

Comments and questions from the Commission were as follows:

- The drawings look like the window frames are different.
  - The frames are champagne with outset glass. It’ll be the same type of glazing system that’s already in place, the only difference is this is frosted so you can’t see through it.
- Will there be a curb to handle the transition in grade? Or sill?

- We'll do a limestone base. Right now the floor transition drops to what used to be an entrance for the bank teller system, so there's a floor transition between what is the hotel floor elevation and the elevation down here.
- We don't have the context of what the existing hotel looks like. I'm a little concerned about the effect of changing the warm tone to this gray tone.
- I agree. It has some continuity and integrity. As much as maybe we don't like them, the arches are on the top, and along the bottom. I just wonder if instead of screening over the whole thing to infill that arch, another material that just keeps the integrity but gives you that surface as well and not covering over that brick corner. Maybe a metal panel infill.
  - We actually considered a perforated metal panel.  
That would work. And include your signage if there's architecture that will hold the signage.
- I don't know why you're trying to relate to the limestone down towards State Street. You have the nice warm stone that's up on the corner of the Square. Going to the cold limestone versus the warm sandstone as a relational kind of thing, even though it is stucco, I still like the warm.
- Are you talking about all the verticals, all the way up?
  - Yes. The reason for that is to try to bring the lobby colors out. Right now it doesn't really relate to our lobby design. The arches are such a concern because I don't think they relate well to the top façade of the building and it just really dates the building. The reason for taking it around the corner is we are trying to energize that corner on Carroll Street and make it feel as part of the hotel, rather than what it is now with the exit stair. It's hard to relate it to the other side of the building.
- If your storefront and however you touch that arch, is more interesting than the arch itself, that's going to be what catches your eye.
- If you did a grill in there and lit that behind, you're going to have a much more significant feature that will retain some of that original architecture, it'll be much more of a signature than this stucco.
- You could use cut-off fixtures that go down and just lights the sidewalk, with ambient light going through the holes in the grill. As long as you couldn't see the light and it meets code.
- The curves are part of the integrity of the building, and when you stucco this over it's like those false fronts on State Street that keep changing from decade to decade. If you want to do something that fills those, leave them with their integrity but do something that maybe helps you with what you're trying to do here. That brick pillar is part of the original design that really shouldn't be covered over.
- Then you can do something with lighting to enhance the character of the corner, as long as it's not too bright at the corner.
- I'm really hesitant about taking that product outside. You have to let the exterior columns hit the ground and then start dealing with your interior materials inside that vestibule. If you have a new lobby with all glass again you'll see that material on the inside walls.
- We need more context.
- Maybe the Starbucks is forward of whatever infill material that is. Then you'll get a nice clean rectangular box within each of these arches that's actually stronger than the arch itself. You'll read that nice modern all glass box.

## **ACTION:**

On a motion by DeChant, seconded by Slayton, the Urban Design Commission **REFERRED** consideration of this item to a future meeting for address of comments made. The motion was passed on a vote of (5-0).

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1 West Dayton Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	5	-	-	-	-	-	-