

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 19, 2014

TITLE: 10 North Livingston Street, Suite 101 –
Modifications to Retail Storefront Façade
Zoned PD in UDD No. 8, “Sujeo.” 2nd Ald. Dist. (33423)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 19, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, Cliff Goodhart and John Harrington.

SUMMARY:

At its meeting of March 19, 2014, the Urban Design Commission **REFERRED** modifications to a retail storefront façade in UDD No. 8 located at 10 North Livingston Street, Suite 101. Appearing on behalf of the project were Krys Wachowiak, Tracy Solverson and Dianne Christensen, all representing D’Asia Food, LLC; and Jacob Morrison, the project architect. The proposal looks to modify the existing elevations on the corner of East Washington Avenue/North Livingston Street, changing the top portion to glass for air intake louvers for the restaurant’s kitchen, adding a vestibule, changing the window pattern keeping all the existing verticals but adding some horizontals to break down the scale a little bit on the corners, and casement windows on the Livingston Street side which could open up to outdoor seating. The vestibule is not the full height to fit more underneath the under hang and associated more specifically with that space. There will be no signage for the restaurant, there will be a sign on the door only.

The Secretary noted that he had discussions with both the project architect and Katherine Cornwell, Planning Division Director, about the design; while understanding the need for a functional vestibule, at its size and scale it looks like it’s just tacked on. Alternatives discussed included full height (clearstory), using frosted/tinted glass in the panels to screen the interior seating, the use of panels on the inside of the glass. The introduction of casement windows on an existing horizontal storefront system with some vertical elements seem to be incongruent. A small service window is understandable but the elements as proposed really change the rhythm of the mullion pattern in a drastic fashion. It was suggested that they look at more of a garage door style opening system, which would provide for similar proportions in the storefront system that exists there; that was not accepted. A sliding glass system was also suggested.

Comments and questions from the Commission were as follows:

- The new pattern with its different proportions and orientation are going to be more pronounced in real life. It’s really busy and when you look at the entire street front and the way it’s been carefully designed

all the way through the building, it just doesn't seem necessary to have this successful restaurant in that location.

- The intention is to have the more complex changes on the corner and as we move away from the corners, it just blends back in to the existing. There's a monotony with the rest of the storefronts that's a little bit off putting to passersby on the street; these styles of window framing are a way to distinguish this from the rest of the spaces without completely changing the character of the building.
- For example, the casement windows. If you look at the sliding window systems, that could be integrated within, starting at the first mullion off the ground and could ride all the way up to the head height. I think you would drastically change the feeling of that corner. I think opening it out will deter from your outdoor space.
- East Washington Avenue is such a busy street that even doing these things at the corner is not going to create a separate identity from the main identity of the building. The building is just so strong that it's going to seem like tacked on stuff. To my mind that just looks cheap, it doesn't look good.
- The other problem is we wish this restaurant long life, but they do come and go. Then the next restaurant has an altered building, which is part of the problem.
- I think I could accept some infill within the mullion pattern of metal panel in some locations. I'm still not sure about that vestibule though, why you can't have an interior vestibule.
 - The way the restaurant is organized, trying to maximize seating and flow for service people moving around it acts pretty significantly to how that interior flow works. It also provides a distinct "signage" item for the restaurant.
- So much is changing and there's no tie-in. That changes the character.
- The pattern of the mullions works with the glass, the pattern of this metal panel I don't think works.
- You may want to look at what you locate in the area where there's brick, the bottom right portion of the image. That's a 4-foot sill, that's tall for staff to be lifting heavy stuff and passing it through. But it could nicely screen the backside of the booths you want to screen.
- It's not that there couldn't be any vestibule but that it has to somehow be integrated with the building. Whether that integration is from height, materials, we're not saying what the solution is. The other problem is with the metal panels blocking the windows.

ACTION:

On a motion by Goodhart, seconded by O'Kroley, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (4-0). The motion provided for the project to return to staff for final approval with acceptable options or to consider alternatives as recommended by the Commission and return for approval.

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 6 and 0.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 10 North Livingston Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	6	-	-	-	-	6	6
	-	-	-	-	-	-	-	0

General Comments:

- Consider vestibule/entry alteration without changing the existing window treatment.