

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 5, 2013

TITLE: 502 North Frances Street – Two-Story Addition and Basement Renovation to Provide Three Levels of Retail Space in the Downtown Core District. 8th Ald. Dist. (30182)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 5, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Melissa Huggins, Richard Slayton, John Harrington, Dawn O’Kroley, Lauren Cnare and Henry Lufler.

SUMMARY:

At its meeting of June 5, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a two-story addition and basement renovation located at 502 North Frances Street. Appearing on behalf of the project were John Seamon, Jenny Dechant and Marc Lebowitz, all representing M&A Real Estate Partners. Seamon reiterated the intent of the project, noting that a green roof may not be feasible since The Towers has windows that open and there are issues with pollen, in addition to the cost to the budget. The façade has been simplified with removal of the louvers. Lighting has been removed in response to the Commission’s previous comments, the interior lighting from the space is going to now wash and bathe that wood in light. Cnare inquired about the project’s contribution to making a “sense of place.” Seamon replied that the building seeks to create its own identity amidst a denser environment, to blend itself in. It wants to stand on its own but also recognize its neighbors; it will naturally blend in and become a part of what happens on State Street, while still allowing for activity even though those things haven’t been part of the plans just yet. Harrington commented that there may be something that can be done to the roof to make it more attractive to the surrounding apartment buildings. Discussion centered on door placement and what the interior will look like from the street.

ACTION:

On a motion by O’Kroley, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-2) with Harrington and Slayton voting no.

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, 6.5 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 502 North Frances Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	7	-	6	-	-	9	8
	-	7	3	-	-	-	7	6
	5	7	-	5	-	-	7	6.5

General Comments:

- Important to include brick wall at upper detail display area and to carry wood soffit into building.
- Cost: Not adequate reason for not including green roof.
- Green roof – something we just talk about.