

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 16, 2012

TITLE: 437 State Street – Report of the Façade
Grant Staff Team. 4th Ald. Dist. (26316)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 16, 2012

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Dawn O’Kroley, Richard Slayton, Todd Barnett, Melissa Huggins and Tom DeChant.

SUMMARY:

At its meeting of May 16, 2012, the Urban Design Commission **ACCEPTED** the report of the Façade Grant Staff Team for 437 State Street. Appearing in support and available to answer questions was Tyler Smith. Smith presented the façade grant plans for the flatiron building at the corner of State and Broom Streets. The proposal would renovate the storefront on the corner and add a new storefront on the front of the building on State Street. They will eliminate plywood around the building and restore the old masonry, including painting the cornice and other detailing on the building. Color palettes were presented. Rummel inquired about adding a window and one length of the wall. The intent is not to make it look historic but there may be some cast iron columns at the corner entry under the existing façade that they will try to restore. Barnett inquired about putting openings for better proportion with the windows; Smith responded that the storefront comes off of the interior plan, and to try to get as much presence of glass on the façade as possible. Percy Brown, Economic Revitalization Supervisor was asked about the intent of the program; is it to recreate the historic architecture or to introduce an alternative architecture? He replied that Amy Scanlon, Preservation Planner is on the team and their goal is to respect the historical character while at the same time transforming the look; it’s a balancing act. In looking at the original architecture, Barnett noted a pattern of stacked windows on the historical pictures of the building and suggested using a different vocabulary of materials to make it more appropriate. O’Kroley considered this a rehabilitation rather than a recreation or restoration. Rummel asked about the secondary entrance; Smith responded that it will be closed while maintaining access to the apartments above. Wagner suggested if they find a skylight over the doorway that they find a way to restore it. O’Kroley suggested increasing the depth of the doorway and be able to omit the small transom above the door.

ACTION:

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **ACCEPTED** the report of the Façade Grant Staff Team. The motion was passed on a vote of (6-0-1) with DeChant abstaining. The motion provided that the storefront openings be studied and modified per the comments, to return to staff 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 5, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 437 State Street

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

General Comments:

- Integrate glazing with existing.