

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 16, 2012

TITLE: 3 South Pinckney Street – Modifications to an Existing Outdoor Eating Area in the C4 District. 4th Ald. Dist. (26347)

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, Tom DeChant and John Harrington.

SUMMARY:

At its meeting of May 16, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of modifications to an existing outdoor eating area located at 3 South Pinckney Street. Appearing on behalf of the project were Julie Wiedemeyer, representing Pinckney Investment Group, LLC/Urban Land Interests, Inc.; Krysa Wachowiak, representing Deja Food, LLC; Dianne Christensen and Bernhardt Voetterl. Wiedemeyer presented plans for permanent solar shades used in urban environments. They currently use umbrellas, which can be a problem particularly on windy days. Material samples were shown for the solar shades, which will be attached to poles in colored concrete to match the existing surface. The building owners are very much in support of revitalizing that area. Light fixtures will also be added to the area; 10 watt LED lights will be used. Newly planted trees work at adding volume behind the seating area. The pitches of the awnings were discussed in terms of the drainage being on their property.

ACTION:

On a motion by O’Kroley, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided that details be submitted for architectural and structural constructability issues and noted that the location of this proposed installation is appropriate due to its setback from the street, as well as its invigoration to the area. The applicant shall also submit a more detailed site plan, elevational drawings and cross-sections that clearly show the varying heights of the individual awnings, methods of attachment and mounting as it relates to the US Bank/Tenney Plaza buildings. Any alterations to the existing ground sign for Tenney Plaza beyond necessary variances may be approved by staff, including the location of a “cow” sculpture within the plaza area.

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, 6.5, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3 South Pinckney Street

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

General Comments:

- Like it – have had umbrella fall on me at Graze.
- Fun project but needs details.
- Great idea to enliven space.