

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 27, 2016

TITLE: 316 West Washington Avenue – Proposed
“Façade Artwork” to the Former “AT&T”
Office Building Located in the Downtown
Core. 4th Ald. Dist. (35626)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: April 27, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Richard Slayton, Lois Braun-Oddo, Michael Rosenblum, Tom DeChant, Cliff Goodhart, John Harrington and Sheri Carter.

SUMMARY:

At its meeting of April 27, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of proposed façade artwork located at 316 West Washington Avenue in the Downtown Core District. Appearing on behalf of the project Mike Slavish, Ray White, Austen Conrad and Jonathan Brown, all representing Hovde Properties. The proposed artwork is an effort to further distinguish the former AT&T building, while adding more creativity in the Downtown. The light will give the effect of moving water and will also reflect onto the sidewalk. The artwork will have a lifespan of at least 10 years, after which time it would be either repaired or replaced as needed.

ACTION:

On a motion by Harrington, seconded by Rosenblum, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Slayton voting no.