

## AGENDA # 9

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** September 1, 2021

**TITLE:** 602 N. Segoe Road – Advisory  
Recommendation on a Façade Alteration to  
an Existing Building. 11<sup>th</sup> Ald. Dist.  
(66548)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Kevin Firchow, Acting Secretary

**ADOPTED:**

**POF:**

**DATED:** September 1, 2021

**ID NUMBER:**

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Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Jessica Klehr, Christian Harper and Rafeeq Asad.

### **SUMMARY:**

At its meeting of September 1, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of a façade alteration to an existing building located at 602 N. Segoe Road. Registered and speaking in support were Barry Ray, and Josh Wilcox, representing Gary Brink & Associates. Registered in support and available to answer questions was Darren Noak, representing Renaissance of Hilldale.

Ray spoke on behalf of Madison Gardens Property Investment, noting their track record of improving their assets and being a positive member of the community in hotels and senior living facilities. The project entails remodeling and revitalizing a nearly 60-year old building for assisted living and memory care. The interior is currently being remodeled and modernized with a new common area space for residents and the Hilldale community, a 10<sup>th</sup> floor community room with dining, activities and life enrichment. They have replaced some balconies with floor to ceiling windows. The memory care portion gutted all the walls and reimaged it in a 1950s theme to provide 28 state of the art new apartments. The exterior staining will modernize the building and address water infiltration issues on the exterior. Wilcox noted that this is one of the first high-rises in this area. They are not doing anything architecturally, but wish to stain the exterior to reflect the interior renovations, give it a fresh monochromatic look and make it fit into the character of the neighborhood. The proposed stain is light in color (labeled ‘steamed milk’), and will address water infiltration without removing any of the exterior façade. This update will keep it simple, clean and give it a refined fresh look.

The Commission discussed the following:

- You are doing this to mitigate some water infiltration because the brick wasn’t cared for, but calling it stain which makes it feel like it’s not a barrier, more of a color. Can you clarify is this a thicker material?
  - It is a stain. It is going to help with some of our water infiltration issues in some areas. The stain goes into the brick which maintains the texture, the stain will accentuate that. It has a 25-year

warranty. The moisture penetration issues are in very specific spots so we can be specific where we apply it.

- It appears you're changing the balcony from a wall and a railing to full railing?
  - A lot of this construction has been going on for months. Many of the balconies have been removed and replaced with large windows.
- Are you treating the concrete too or just the brick?
  - Everything is being treated the same with the stain.
- Does the color of the existing brick impact the color of the stain?
  - Like anything it'll show the texture through it, which ultimately depends on the sun angle. As a whole it is consistently the same color.
- Just want to make sure that in reality it's not a peach color you're left with because you're covering orange brick with a stain.
  - We did some test samples on site and it came off well.
- I presume anything off the building will be stained as well?
  - Yes we talked about carrying that consistency across the site.
- I was under the impression that we try not to touch brick. We've had projects before where we've said no, you don't touch brick.
- The presentation framed it as a freshen up for the look, but perhaps you can speak to some more of the maintenance and water infiltration concerns that precipitate the need to coat the brick.
  - Staining will allow the brick to breathe. Over the years there has been some infiltration, some of the mortar joints have cracked open. This will give a cohesive fluid applied water barrier and allow it to remain a masonry building.
- It will keep liquid water from entering the cavity but allow the water vapor to escape? In its current condition water is getting in those cavities?
  - Correct.
- We can assume this wasn't built to today's rain screen standards.
- Not opposed to the staining of this, I see that in preparation you'll be doing pointing and brick replacement. That's difficult to make look good. Sometimes brick becomes more charming and sometimes it uglies out. The stain will freshen it up and make it look a little bit more modern, I don't think I will go against the forms or the architecture.

### **ACTION:**

On a motion by Klehr, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0).

The motion noted that some brick does not age as well as other brick, and the applicant has demonstrated the necessity to stain this building. The stain will freshen it up, make it look more modern but will not go against the forms or the architecture.