

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 10, 2021

TITLE: Report of the Façade Grant Staff Team -
1254 E. Washington Avenue, UDD No. 8.
2nd Ald. Dist. (64245) **REFERRED:**

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: March 10, 2021

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Russel Knudson, Tom DeChant, Jessica Klehr, Rafeeq Asad, Syed Abbas and Christian Harper.

SUMMARY:

At its meeting of March 10, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of building façade improvements located at 1254 E. Washington Avenue in UDD No. 8, and recommended approval of the façade grant. Registered and speaking in support was Phil Parhamovich. The Façade Grant Program is intended to help small private businesses. The proposed scope is limited to the first level façades on E. Washington Avenue and Baldwin Street. The UDC would be an approving body on the UDD No. 8 request and advisory on the façade grant.

The Commission discussed the following:

- We're being asked to approve or weigh in on the grant that this property would receive?
 - Correct.
- This is covering the secondary off color masonry with solid, like a false façade? There's no functioning business going in on the first floor?
 - Yes, correct.
- Anything is an improvement on this. It's never been a great looking building. On the Baldwin Street side you're replacing those doors and a panel at the end, any thoughts about those other blank first floor windows somehow being tied into the rest of this design?
 - I think it would be good to paint those the same color as the rest of it.
- I do too.
- This is going to be a tricky thing to do with just plywood and keep it looking nice. That paint cover is going to be very important to keeping it looking nice. I'm wondering if it would be more effective to end where that while lintel is, so you don't have this weird façade. I'm unsure how you are planning on capping it. I worry about what this will look like in five years.
 - The plywood material is used for outdoor signs so it's made to hold up in outdoor weather. I could also cap that with trim work.
- The base, maybe just a small detail to give the base a little pop.

- I think it would be good to use a material that would stand up to the salt and ice.
- I really wish the windows would be opened up. I'm glad that you're addressing this building.
 - It's actually a foot of insulation and wall behind there because of it being a recording studio. We get tagged here pretty regularly, I'm afraid windows would be broken.
- For a façade grant, does the applicant decide how much he needs or is it staff?
 - There's an allowance of \$10,000 per façade. They can ask for it, it has to go before multiple committees, and Finance Committee approves the dollar amount.

ACTION:

On a motion by Braun-Oddo, seconded by Klehr, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion provided for attention to details where it comes back and hits the building, stop short of the corner that faces EVP to mimic the other side, and more robust materials at the base.