

City of Madison, Wisconsin

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REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

TO: URBAN DESIGN COMMISSION

TITLE: Façade Improvement Grant Applications:  
1525 Williamson Street (Brew & Grow)  
2437 & 2439 Williamson Street (Madison Brewery)

AUTHOR: Percy Brown, Manager  
Office of Economic Revitalization  
Economic Development Division

DATED: July 24, 2012

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**SUMMARY:**

On October 3, 2000, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program. The resolution specifies that all Façade Improvement proposals be referred to the Urban Design Commission for comments and recommendations.

Attached for your review are the following Facade Improvement proposals:

**1. 1525 Williamson Street: Brew & Grow**  
**Grantee: David Neuenschwander**

The Façade is a double Façade at Williamson Street and S. Thornton Avenue. The property is located in the Third Lake Ridge Historic District

- a. Install new doors and windows
- b. New false doors
- c. New signage
- d. Patch concrete
- e. New lighting
- f. Paint the building
- g. New metal planter box

**See Attachments for Specification**

Total project cost is estimated at \$17,500.00  
Façade Improvement Grant not to exceed \$8,750.00

**2. 2437 & 2439 Atwood Avenue: Madison Brewery  
Grantee: 3 Bells, LLP**

- a. New window frames and glass
- b. Brick
- c. New entry doors
- d. Glass block windows
- e. Applied Bronze Panel
- f. New signage
- g. Sign Board
- h. New coping

**See Attachments for Specification**

Total project cost is estimated at \$31,454.00  
Façade Improvement Grant not to exceed \$10,000.00

**RECOMMENDATION:**

The above Façade Improvement Grant proposals have been reviewed by the Façade Improvement Grant Program Staff Team and meet the requirements of the Program. The Staff Team recommends approval of the above Façade Improvement Grant proposals subject to the following conditions:

**1525 Williamson Street-Certificate of Appropriateness:**

The Madison Landmarks Commission at its meeting of July 16, 2012 approved a Certificate of Appropriateness for the project as proposed with the revisions to use metal doors and metal material for the raised planter.



**CITY OF MADISON**  
**FAÇADE IMPROVEMENT GRANT PROGRAM**  
*Building and beautifying Madison, one storefront at a time*



Department of Planning & Community & Economic Development  
 Economic Development Division  
 215 Martin Luther King Jr., Boulevard  
 Percy Brown, 266-6558  
[pbrown@cityofmadison.com](mailto:pbrown@cityofmadison.com)

**PROGRAM APPLICATION**

Applicant: JEREMY CYNKAR Phone: 268-1499

Business Name: BREW + GROW

Building Name: NA

Business Address: 1525 WILLIAMSON ST Zip Code 53703

E-mail Address: \_\_\_\_\_

Property Owner: DAVID NEUENSCHWANDER

Address: 6380 GROSSE PARK RD SUN PRAIRIE, WI 53590

Name of Grantee: DAVID NEUENSCHWANDER

Lease Terms: TBD

Definition of Project Scope: PROPOSED EXTERIOR FACADE CHANGES

INCLUDE MODIFYING THE EXISTING ENTRANCE INTO THE BUILDING,  
NEW LIGHTING, REPLACING WINDOWS, NEW ENTRANCE DOORS,  
PAINTING AND ADDING NEW SIGNAGE.

**ATTACHMENT**

Please provide photographs and copy of lease, land contract, or deed. Tenants must provide owner's written authorization.

**PROJECT BUDGET**

List Individual Project Elements (Awning, sign, painting of trim, etc.)	Total Cost	Grant \$	Private \$
<u>NEW DOORS + WINDOWS</u>	<u>4800</u>	_____	_____
<u>NEW FALSE DOORS</u>	<u>3500</u>	_____	_____
<u>METAL PLANTER BOX</u>	<u>4500</u>	_____	_____
<u>PAINTING</u>	<u>2200</u>	_____	_____
<u>LIGHTING</u>	<u>2500</u>	_____	_____
Total:	<u>17,500</u>	<u>\$ 8,750</u>	<u>\$ 8,750</u>



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Contractor/Supplier: SHANNON MANDEVILLE  
 Address: 234 MERRYTURN RD MADISON WI

**ATTACHMENT**

\* Bids, estimates, and/or contracts, product brochures, locator map and design drawings, if appropriate.

REMARKS INCLUDED ARE EXISTING PHOTOS, ARCHITECTURAL  
PLANS, ELEVATIONS AND COLOR RENDERING.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

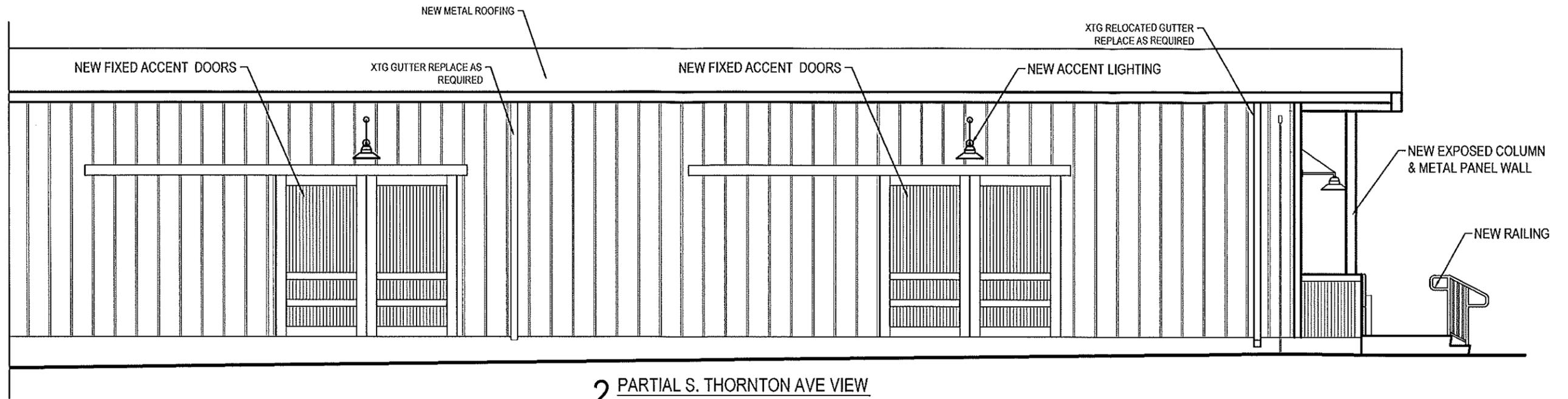
**APPLICANT'S CERTIFICATION**

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Madison Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

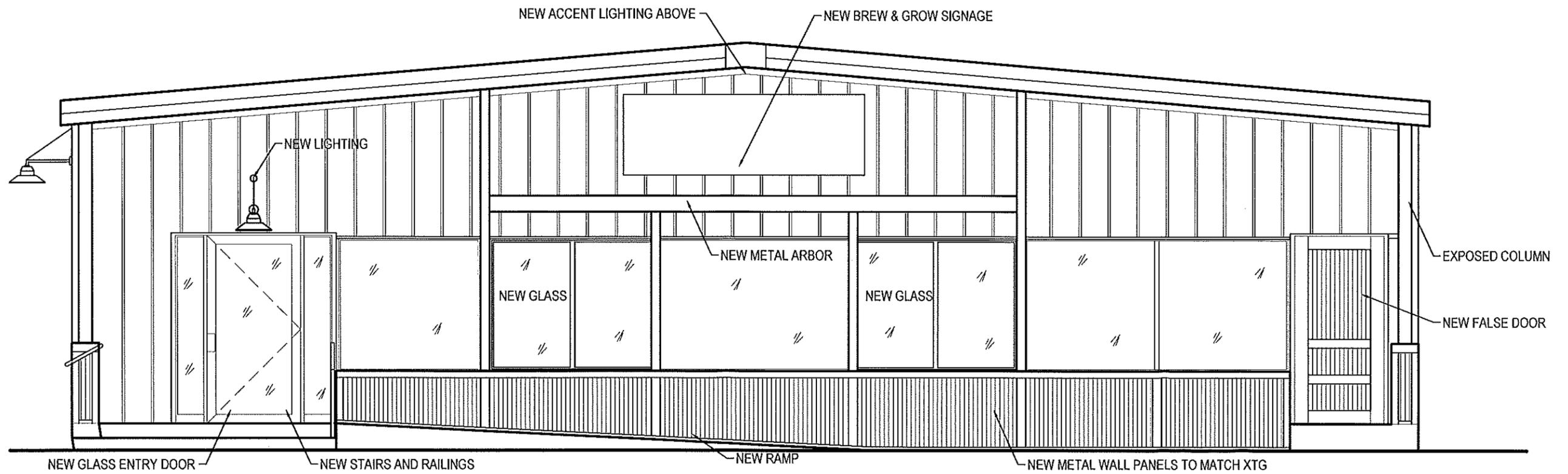
Signature: Jeremy Cypher Date: 7-23-12  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send this completed application, accompanying materials, and application fee of \$100 to:

Economic Development Division  
 Attn: Percy Brown  
 215 Martin Luther King Jr. Boulevard, Room 312  
 P.O. Box 2983  
 Madison, WI 53701-2983



2 PARTIAL S. THORNTON AVE VIEW  
3/16" = 1'-0"



1 WILLIAMSON STREET VIEW  
1/4" = 1'-0"

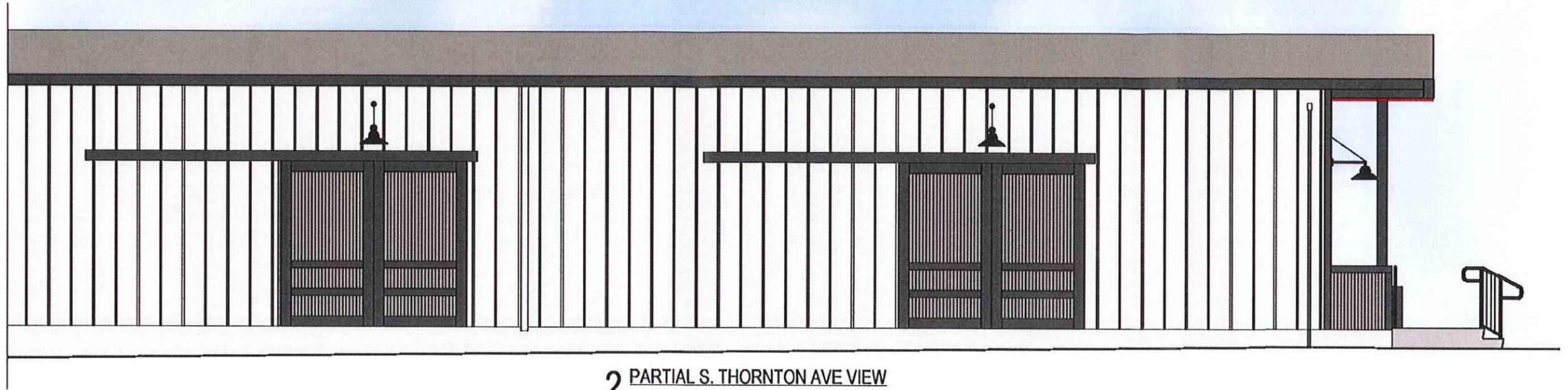
EXISTING BUILDING



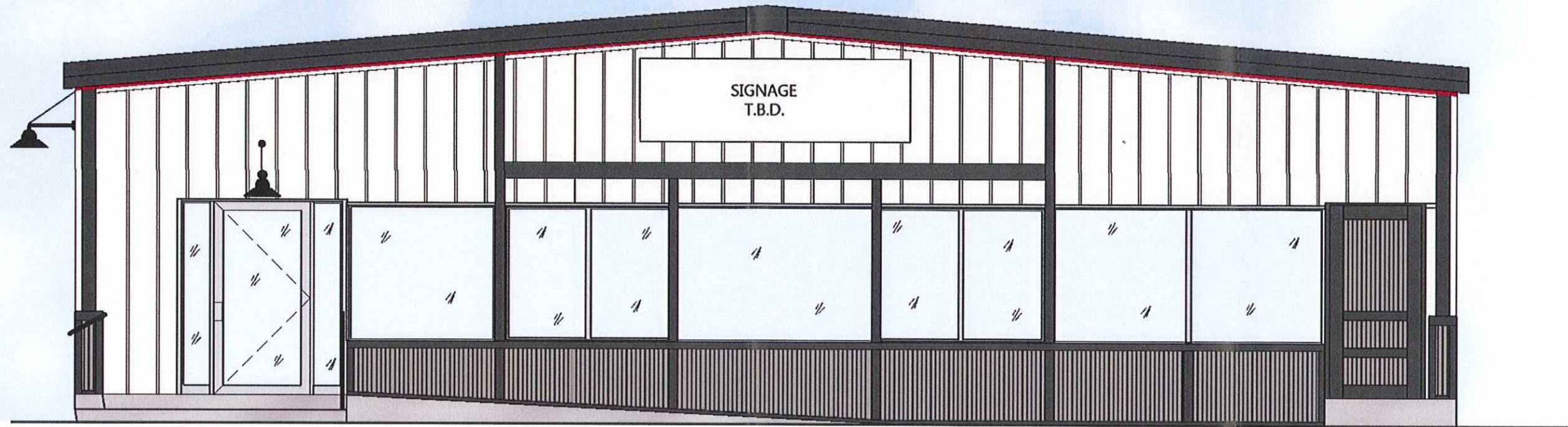
FRONT FACADE (WILLIAMSON ST)



SIDE FACADE (THORTON ST)



2 PARTIAL S. THORNTON AVE VIEW  
3/16" = 1'-0"



1 WILLIAMSON STREET VIEW  
1/4" = 1'-0"



Madison

Department of Planning & Community & Economic Development  
**Planning Division**

Website: [www.cityofmadison.com](http://www.cityofmadison.com)

Madison Municipal Building, Suite LL100  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2985  
Madison, Wisconsin 53701-2985  
TTY/TEXTNET 866 704 2318  
FAX 608 266-8739  
PH 608 266-4635

\*\* SENT VIA EMAIL \*\*

July 16, 2012

Mr. Jeremy Cynkar  
Destree Design Architects  
222 West Washington Avenue  
Madison, WI 53703

Re: 1525 Williamson Street, Certificate of Appropriateness

Mr. Cynkar,

At its meeting on July 16, 2012, the Madison Landmarks Commission reviewed, in accordance with the provisions of the Landmarks Ordinance, a proposal for exterior alterations to the property located at 1525 Williamson Street in the Third Lake Ridge Historic District. The Landmarks Commission voted to approve the issuance of a Certificate of Appropriateness for the project as proposed with the revisions to use metal doors and metal material for the raised planter.

This letter will serve as the "Certificate of Appropriateness" for the project. When applying for a building permit, take this letter to the Building Inspection Counter, Department of Planning and Development, Lower Level Suite LL-110, Madison Municipal Building, 215 Martin Luther King, Jr. Boulevard.

Please note that failure to comply with the conditions of your approval is subject to a forfeiture of up to \$250 for each day during which a violation of the Landmarks Commission ordinance continues (see Madison General Ordinances Sec. 33.19).

If you have any questions, please call me at 266-6552.

Sincerely,

Amy Loewenstein Scanlon, Registered Architect, LEED® AP  
Preservation Planner  
City of Madison Planning Division

cc: Building Inspection Plan Reviewers  
Percy Brown, Manager, Office of Economic Revitalization  
Al Martin, Secretary of the Urban Design Commission