

City of Madison, Wisconsin

REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

TO: URBAN DESIGN COMMISSION

Façade Improvement Grant Application:
1: 2433 University Ave.

AUTHOR: Craig Wilson
Office of Economic Revitalization
Economic Development Division

DATED: November 21, 2017

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 is the following Facade Improvement proposal:

1. 2433 University Ave.

Grantee: Parametric Property Group, LLC

The scope of the exterior work will include:

- a. Restoration of the angled covered corner entry to original configuration.
- b. Restoring and tuck-pointing cement block walls.
- c. Restoration of original art deco architectural features and column elements.
- d. Restore decorative aluminum eye-brow and replace fluorescent lighting with new continuous LED lighting.
- e. Install new aluminum framed storefront window glazing and entry doors.

f. Install new transom windows into original openings that have been infilled on the Highland Ave. side.

See Attachments for Specifications

Total project cost for 2433 University Ave. exterior work is estimated at \$46,794.08. Façade Improvement Grant not to exceed \$20,000.

RECOMMENDATION:

The above Façade Improvement Grant proposal has been reviewed by the Façade Improvement Grant Program staff team and meets the requirements of the program. The Staff Team recommends approval of the above Facade Improvement Grant proposal.



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
 Craig Wilson, 266-6557
cwilson@cityofmadison.com

PROGRAM APPLICATION

(Christy)
 Applicant: Mary C. McKenzie Phone: 608-347-9300
 Business Name: Mad Local Food Group dba Pasture and Plenty
 Building Name: 2433 University Ave
 Business Address: 2433 University Ave Zip Code 53726
 E-mail Address: christy@madlocalfood.com
 Property Owner: Parametric Property Group, LLC
 Address: 216 Virginia Terrace
 Name of Grantee: Mad Local Food Group LLC
 Lease Terms: 5 years + year to year renewal
 Definition of Project Scope: please see attached for detail.
To restore 1929-art deco building and set it
as a neighborhood jewel, bringing it back to
original form and use as community centered
business.

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 \$
Masonry Restoration	\$6050	\$3025	\$3025
Glass Storefront Restoration	\$13482	\$6741	\$6741
Window replacement/ restoration	\$7850	\$3925	\$3925
Storefront building lighting	\$10,355	\$5177.50	\$5177.50
Feature restoration			
painting of bldg trim	*	*	*
Total:	*	*	*

* Complete budget outlined in Bid - these are line item specific and do not include contractor fees or gen condition



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Contractor/Supplier: Nick McDonald Forbair
Address: 6920 Ida Dr. DeForest, WI 53532

ATTACHMENT

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

REMARKS Attached bid represents comprehensive facade
restoration work to be done.
- There are elements of improvements which
are not included in bid, including
signage which is ~~to~~ to be done. Anticipated
budget \$2500. -

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: M. C. McKenzie Date: Nov. 14, 2017

Signature: _____ Date: _____

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

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

PASTURE AND PLENTY

pastureandplenty.com

November 15, 17

City of Madison: Façade Improvement Grant Program Application

Business: Mad Local Food Group, LLC dba Pasture and Plenty

Property Owner: Parametric Property Group, LLC (Rod McKenzie)

Architect: Ed Linville & Michael Gustavson

Contractor: Forbair Construction Group (Nick McDonald)

Definition of Project Scope:

The building on the corner of Old University and Highland Avenue was opened as a Rennebohm's pharmacy in 1929. The building has changed hands and uses, becoming office space in the late 1960's and a hybrid of office, retail and restaurant space in the 1980's. The façade was changed along with the use, and has been left under-improved as the surrounding area has developed. We (Mad Local Food Group, LLC, doing business as Pasture and Plenty and Parametric Property Group, LLC) are working together with Linville Architects and Forbair Construction Group to restore the property to its original purpose and design, as a community-centered business and storefront. We plan to re-new the landmark building and provide a stronger welcome to the neighborhood for pedestrian, bicycle and car traffic, fitting of the recent development and pride the community has in the business district and residential area surrounding it.

Our project goal is to bring life back to the corner by enhancing and restoring the unique and historic art deco architectural features for a contemporary purpose, in alignment with general criteria 4 in the Façade Improvement Grant Program. Project scope will include restoration and enhancement of both the Highland and University Avenue facing facades. We will bring the frontage back to its original location at the corner of the building. We will re-glaze the existing windows and replace the transom windows on the Highland side of the building which were filled in during earlier renovations. We will restore the cement art deco architectural features, rehabilitate the stucco and cement block walls, and accentuate with appropriate historic paint. We will repair and renew the lighting features which provide punctuation for the architectural features and were designed following night sky principles. We will work with local artists to plan a mural for the Highland Avenue wall to pay homage to the community hub this building was and will be. At present, this building recedes and looks derelict compared with the new development in the area. When our work is complete, it will be a proud landmark building with a vibrant business occupant and a story of renewal.

YOU CAN'T BUY HAPPINESS, BUT YOU CAN BUY LOCAL.

christy mckenzie | owner and chief ringleader | christy@madlocalfoodgroup.com

4313 somerset lane madison, wi 53711

mad local food group, llc | dba pasture and plenty

FORBAIR GROUP INC.

Compassion.Experience.Innovation.

11/14/2017

Project: Pasture and Plenty Facade Estimate
Location: 2433 University Ave
Architect: Linville Architects

Total sqft
1500

Cost Estimate Summary

		Costs	Sqft Pricing
1.0	General Requirements	\$ 3,544.00	\$ 2.36
2.0	Existing Conditions	\$ -	\$ -
3.0	Concrete	\$ -	\$ -
4.0	Masonry	\$ 6,050.00	\$ 4.03
5.0	Metals	\$ -	\$ -
6.0	Carpentry	\$ 455.00	\$ 0.30
7.0	Thermal & Moisture	\$ -	\$ -
8.0	Doors & Windows	\$ 13,482.00	\$ 8.99
9.0	Finishes	\$ 9,900.00	\$ 6.60
10.0	Specialties	\$ -	\$ -
11.0	Equipment	\$ -	\$ -
12.0	Furnishings	\$ -	\$ -
13.0	Special Construction	\$ -	\$ -
14.0	Conveying Equipment	\$ -	\$ -
21.0	Fire Suppression	\$ -	\$ -
22.0	Plumbing	\$ -	\$ -
23.0	HVAC	\$ -	\$ -
26.0	Electrical	\$ 7,850.00	\$ 5.23
27.0	Communications	\$ -	\$ -
28.0	Electronic Safety & Security	\$ -	\$ -
31.0	Earthwork	\$ -	\$ -
32.0	Exterior Improvements	\$ -	\$ -
33.0	Utilities	\$ -	\$ -
60.0	Profit & Overhead	\$ -	\$ -
62.0	Contingency	\$ -	\$ -
		\$ 41,281.00 Construction Costs	
		\$ 433.45 Gen Liability Insurance	1.05%
		\$ 825.62 Contingency	2.00%
		\$ 42,540.07 Sub - Total	
		\$ 4,254.01 Overhead and Profit	10%
		\$ 46,794.08 Total Estimated Cost	

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11/14/2017

Project: Pasture and Plenty Facade Estimate
Location: 2433 University Ave
Architect: Linville Architects

PROJECT BUDGET		Total sqft
		1500
		Cost
1.0	General Requirements	
	Permits and Fees	\$ 400.00
	Project Management / Supervision	\$ 3,144.00
	Plan Reproduction	\$ -
	Progress Clean-Up	\$ -
	Final Clean-Up	\$ -
	Material Handling	\$ -
	Dumpsters	\$ -
	Miscellaneous	\$ -
	Safety	\$ -
	Division Total	\$ 3,544.00
2.0	Existing Conditions	
	None	\$ -
	Division Total	\$ -
3.0	Concrete	
	None	\$ -
	Division Total	\$ -
4.0	Masonry	
	Remove existing concrete block to expose transom windows	\$ 3,100.00
	Tuck pointing where necessary	B \$ 2,950.00
	Division Total	\$ 6,050.00
5.0	Metals	
	None	\$ -
	Division Total	\$ -
6.0	Carpentry	
	Framing around transom windows	\$ 455.00
	Division Total	\$ 455.00
7.0	Thermal & Moisture	
	None	\$ -
	Division Total	\$ -
8.0	Openings - Doors & Windows	

FORBAIR GROUP INC.

	Angled store front at corner of building	B	\$	5,597.00
	Remaining store front remove and replace	B	\$	4,340.00
	Transom windows direct set and wrap	B	\$	3,545.00
	Division Total		\$	13,482.00
9.0	Finishes			
	Paint - exterior	B	\$	9,900.00
	Division Total		\$	9,900.00
10.0	Specialties			
	None		\$	-
	Division Total		\$	-
11.0	Equipment			
	None		\$	-
	Division Total		\$	-
12.0	Furnishings			
	None		\$	-
	Division Total		\$	-
13.0	Special Construction			
	None			
	Division Total		\$	-
14.0	Conveying Equipment			
	None			
	Division Total		\$	-
21.0	Fire Suppression			
	None		\$	-
	Division Total		\$	-
22.0	Plumbing			
	None		\$	-
	Division Total		\$	-
23.0	HVAC			
	None		\$	-
	Division Total		\$	-
26.0	Electrical			
	Exterior façade lighting replacement LED	B	\$	7,850.00
	Division Total		\$	7,850.00
27.0	Communications			
	None		\$	-

FORBAIR GROUP INC.

	Division Total	\$ -
28.0	Electronic Safety & Security	
	None	\$ -
	Division Total	\$ -
31.0	Earthwork	
	None	\$ -
	Division Total	\$ -
32.0	Exterior Improvements	
	See Masonry and openings	\$ -
	Division Total	\$ -
33.0	Utilities	
	None	
	Division Total	\$ -

Exclusions:

Architectural Fees
 Architectural Plans
 Utility Fees / Connections
 Signage (exterior and Interior)
 Window Coverings
 Security Systems
 Telecommunications
 Fire protection
 Fire protection specialties (extinguishers/cabinets.etc)
 Furniture, fixtures or casework other than specifically noted
 Floor leveling / repairs / glue removal
 Re-keying of new or existing locks
 Window Treatments
 Premium or overtime pay

Notes:

Work to be performed Monday through Friday 7:00 am to 3:30 pm.
 "B" signifies a budget number and may change based upon customer selections.

This proposal is based on a single phase of work.

The Forbair Group, Inc. And its subcontractors will not be responsible for unknowable and unforeseeable conditions that may arise.

Any work to be done on time and material basis will be billed out at \$65/hr.

Tuesday Afternoon, December 31, 1929

Badger Pharmacy on University Ave.—Granddaddy to 9 Rennebohm Stores Today

Money Spent With Group Works Here

Old Stores Do Wonders Under New Owners

THE Rennebohm drugstore opened their first store as the Badger pharmacy, University and Randall ayes. The Rennebohm were able to do this time to meet all customers personally, and the number of customers grew until they were, although in an ordinary way, became one of Madison's busiest pharmacies.

In 1923 the Capital City pharmacy, 208 State st., was purchased and this store under Rennebohm management. The volume of business the first year. The success of this store resulted in one of State st.'s finest buildings, which now houses a Rennebohm store at 204 State st.

In 1924, the Square pharmacy, 13 W. Main st., was taken over and now more people are waited on daily in this store than have served in a week at the time the store was acquired.

At the present time, there are nine Rennebohm stores and they serve more than 6000 persons daily. Rennebohm drugstores are strictly Madison institutions.

They patronize local jobbers; they use Madison-made ice cream; and in this way have developed the good will of hundreds of local residents and business men.

Mintz Family Long in Tailor Shop

Since Conducted E. Johnson St. Distress Since 1918

Since 1918 none member of the Mintz family has been operating the East Side Tailor shop, 825 E. Johnson st. Back in 1910 Louis Mintz, owner of the present store, Aaron L. Mintz, opened the shop at 825 E. Johnson st., where it remained until 1925 when the shop was moved to its present location. During the span of 15 years, Abraham and Jacob Mintz, and the late Wolf Mintz, father of Abraham and Jacob, and brother to Louis Mintz, all operated the shop. Today Aaron L. Mintz, brother of Jacob and Abraham, carries on the business. Cleaning, pressing, repinning and the making of custom-made ladies' clothes are features of the shop.

Washington Cafe Opens Its Doors

Former Mendota Lunch Owner Starts New Business

Just as the old year was on its last leg, Peter G. Karas, proprietor of the Mendota lunch, 825 E. Johnson st., opened the Washington cafe, 121 E. Washington ave. The restaurant has now opened about a week. Mr. Karas, two years ago opened the Mendota lunch at 118 State st., which carries chiefly to student trade. Looking about his new Madison, he decided that the site left vacant by the removal of the Krueger and Thielig drug store would prove a good location for a restaurant serving drinks, office workers, and the general citizenry. The Washington cafe was the result. It is fitted in modernistic style with the counter separated from the tables by a wooden partition. The table seats are of the new concrete type so popular in modern places.

Empire Fuel Co. Progress Is Seen

O'Connor, Kennerly Give Personal Attention to All Customers

Don R. Kennerly and John L. O'Connor, not far from seven years ago the future in automobile heating and launched forth in the business of delivery and service of fuel oil under the name of the Empire Fuel Oil Co. In a statement made by members of the company they attribute their rapid growth to the personal attention each order gets, and the fact that the customers' welfare is uppermost. In the minds of the entire organization, as to the future of the Empire Fuel Oil Co., located at 119 E. Washington ave., can be nothing but progress being made in oil heating as more people become acquainted with the numerous mechanical necessities, namely the automatic controlled oil burner.

PAULEY, Scotland—69—It was found that more than 20 children saw their lives in a fire in a motion picture theater here today.

READ CAPITAL TIMES WANT ADS

NEW RENNEBOHM PHARMACY ON U. AVENUE



This picture shows the interior of one of the newest of the Rennebohm chain of nine Madison drug stores, located in the University Ave. National bank building, Park st. and University ave. It has the longest soda fountain in Madison and represents 1929 principles of drug store layout and design.



Fred Rennebohm

Oscar Rennebohm

E. R. Rennebohm

New Car Registrations In 1929 Total 117,096

Madison Gains 3,186 New Passenger Cars

In the registration of new motor vehicles, both passenger and commercial cars, the year 1929 was an all-time record-breaker for Wisconsin, in spite of the abrupt halt in sales which occurred in the last two months.

A total of 103,518 passenger cars were listed by the secretary of state's office as having been registered as new cars during 1929. This is approximately within 200 vehicles, since the December figures have not yet been compiled.

This is an increase of 17,745 over the total for the same class of cars registered during 1928, when the total was 85,773 passenger cars. Passenger and commercial new cars for 1929 together totaled 117,096, and for 1928 the total was 97,441. This 1929 total is the greatest in the state's history, exceeding that of 1925 which until now has been the highest registration year.

Madison Figures The city of Madison gained 3,186 of these new passenger cars during 1929, an increase of 345 over 1928. Of the new trucks 351 of these vehicles were listed for Madison.

The sales trend of 1929 followed that of other years quite closely with the months of May, June and July showing the heaviest sales. A table of comparison of passenger car registration for the state is as follows:

	1929	1928
January	4,494	3,428
February	2,871	2,083
March	5,319	5,541
April	12,850	7,919
May	18,559	12,989
June	12,646	11,729
July	12,594	11,422
August	8,322	7,672
September	8,415	8,053
October	6,236	7,293
November	2,216	4,222
December (approx.)	2,108	

Frigidene Beauty Roschud's Boast

The Roschud shop, 1323 Williamson st., owned and operated by Mrs. Marion Roschud, is the only shop of its kind in town that uses the new Frigidene method in permanent waving. The shop, which has booths, is maintained by three operators besides the direct supervision of Mrs. Roschud. Appointments can be made by telephone. The shop is open until 8 p. m. Fridays for convenience of those who find it impossible to have their beauty culture work done before then. The firm, which is completing its third year in business, is moderately equipped with beauty culture apparatus. All the needs of the fair sex in beauty culture are done by the Roschud shop.

"Look 'Em Over" Is Kissam Slogan

"Look 'Em Over" is the slogan of the Everett T. Kissam real estate concern located in the Beaver building.

"The year 1929 closed with somewhat over \$300,000 worth of property transferred, and twice that amount in disbursements," said Mr. Kissam.

According to Mr. Kissam once the transaction in Madison real estate becomes normal again there will be a large number of people seeking to either buy or build homes.

The salesmen of the firm are Forrest Huff, John Ripp, and Elliot Skind,.

3 Day Week Possible With Artificial Sun

Machine Workers Could Be Healthfully on Job At Night

By HOWARD W. BLAKESLEE, (Science Editor Associated Press Feature Service)

DES MOINES, Ia.—A three-day week for machine workers through use of energy in artificial lights is suggested to the American Association for the Advancement of Science as an industrial development of the future.

It is a by-product of a new field of scientific exploration which was explained to a general session of the association Monday night by Dr. W. T. Boye, formerly of Harvard Medical

school. It is based on observations which Dr. Boye said promise the possibility of producing an artificial light, a wide range of brilliant and stimulating rays that are neutralized at present because not disentangled from ultra or harmful rays of the same light. The idea of shorter working hours was suggested to him by a manufacturer and by his own observations that some workers would prefer night work if they might have as brilliant conditions as in the day. With the equivalent of sunshine available artificially it might be possible, he explained, to operate machinery 24 hours a day, saving the interest on capital now lost with idle time, and developing resources to give workers the shorter week.

LONDON—Aviation is in for a speedy future if you take the opinion of Air Vice Marshal Sir Selton Branncker for granted. "Three hundred years hence we shall be flying to America and arriving there before we have breakfast," he predicts. "In other words, we shall be beating the sun," he explains.

Kessenich's Shows Gains In Last Year

Last Quarter Increase Was Especially Noticeable

Kessenich's Inc., 201 State st., reports substantial volume increases during 1929, and especially during the last quarter.

This store started on an expansion program for 1929, the outstanding feature of which was the opening of Kessenich's College at 933 University ave. The first three months' business in this shop far exceeded expectations. Further expansion is planned for 1930, most of which will be internal to better serve the growing clientele of this retail institution.

J. Frank Kessenich, general manager of the store, attributes the unusual gain made in the fact that Kessenich's is a home-owned and home-managed store. Frank Kessenich Sr. will soon celebrate his 50th anniversary in business in Madison. The average Madison resident of all Kessenich's executives is 38 years. Although Kessenich's life, is but 34 years old, it has served this community for almost a half century through the former association of Keely-Nickerman and Kessenich. In 14 years, Kessenich's has expanded from a small upstairs location to the present Kessenich building on State st., and the College shop on University ave. The management states that plans now in process will show an even greater increase during the next 10 years.

No Sever Quailty at 1113 Williamson St. Sever Quailty, fined in superior court Monday for drunkenness, does not live at 1113 Williamson st., as reported in the court records, according to residents at that address.

In 1929 More Than 2,190,000 People Patronized "Rennebohm's"



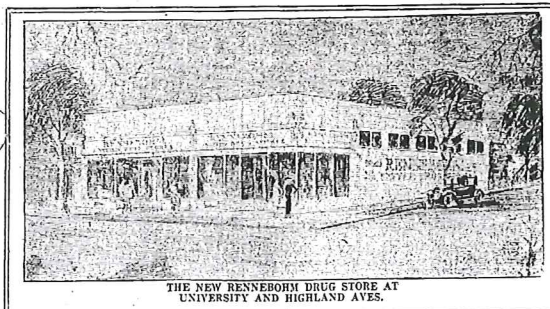
THIS BEAUTIFUL NEW RENNEBOHM DRUG STORE IS LOCATED AT 201 STATE STREET

Wisconsin's Largest Home Owned Drug Store Group!

THE RENNEBOHM GROUP of BETTER DRUG STORES is primarily a Madison institution. For it was here in this city that it was inaugurated---and it is here that its entire resources are controlled. The best evidence of its Madison-mindedness is illustrated by its supervising personnel who invariably give Madison-made products the preference over all others.

This Modern State Street Store Has Fine Offices to Rent

SPACIOUS, modern, well-lighted offices suited for most every type of business are now available on both the second and third floors of this new Rennebohm store. The excellence of location and the fact that prominent advertising cards may be placed on the large windows make them especially attractive. For further information phone FAIRCHILD 6300.



THE NEW RENNEBOHM DRUG STORE AT UNIVERSITY AND HIGHLAND AVENUES.

These Two Newly Added Stores Mark Rennebohm Progress

A little less than seventeen years ago the first Rennebohm Better Drug Store made its appearance on University Avenue. Today, there are nine thriving stores which every day serve on the average of 6000 satisfied customers. Truly an outstanding accomplishment---one that was made possible through unflinching good service, economy prices on drugs

and toiletries and last but not least reliable and attentive prescription departments.

If you have not patronized a Rennebohm Better Drug Store during 1929 make it a point to do so regularly in 1930 --- it will be well worth your while.

There's a Rennebohm Better Drug Store Near You

Downtown Stores

13 W. Main St.
19 N. Pinckney St.
204 State St.

Cor. Washington Ave. and Fairchild
[Lorraine Hotel]



Neighborhood Stores

Cor. University Ave. & Park
Cor. University Ave. & Lake
Cor. University Ave. & Highland
Cor. University Ave. & Randall
1551 Winnebago St.

Rennebohm Opens University Store

Public's Needs Shape Destinies of Madison Chain

Oscar Rennebohm, Director, and His Associates

**Newest Addition
Ready to Serve
Town, University**

Rennebohm Policy Shaped by Public Needs, Experience

Madison-Owned Chain of Drug Stores Possesses Individuality to Fill Local Needs

A policy determined by public demand, based upon a period of 17 years in the business of operating better Madison drug stores, is the foundation upon which Rennebohm has based the success of his chain of stores.

"We're just purchasing agents for the Madison public," Mr. Rennebohm declares. "Our duty is to get the goods the public desires and to deliver it to the public at the lowest possible price in an efficient way."

This is the major test of the company which has successfully served Madison for almost two decades, and this is the policy which will be in force at the new University store.

Upward Step Since 1912
Since 1912, when Mr. Rennebohm opened his first store at Randall and University avenues, the policy of the Madison Better Drug Stores has been to keep the public in the forefront and to keep the customer satisfied.

Employees are urged to give a customer a drink of water or to sell him a postage stamp with the same attention, the same attention, and the same consideration as if he were making a \$10 purchase.

"All contacts should be pleasant," is the keynote of Rennebohm employees in their dealings with the public.

Public demand determines the policy of individual stores throughout the city, and Rennebohm stores are as individual as an atom in the various communities of Madison. Incidentally, no way has been found to copy the major sections.

Stores Individual
This individuality is in marked contrast to national chain stores, which must conform to a standard window display, products and methods of personnel in a chain pattern.

At Rennebohm stores, employees are encouraged to exercise their own ideas of merchandising.

Since in several cases bankruptcies have been taken over by Mr. Rennebohm, the task of building them back to a paying basis was added to the extremely difficult problem of interest in a chain of ownership.

They by one the store were added as business divisions in the first one at 517 University avenue. The second store at 264 State street was bought in 1922, the third at 11 West Main street in 1924, the fourth in the University hotel in 1925.

5151 Wisconsin street in 1926, the sixth at St. North Park street in 1928 and the seventh at 901 University avenue, this year. The building to be opened by later part of October at University and Highland avenue.

How Grew
Most important to Madison is the fact that the Rennebohm stores are owned in Madison, employ only Madison people, and have a capital back into circulation in Madison. There is no immediate withdrawal of funds from the city.

At the end of a week's business of capital in Chicago or New York, it is in part this same capital in Madison, coupled with business receipts, that has brought a steady growth in the group of stores since 1912 or, except for one year during the war, when Mr. Rennebohm was in service.

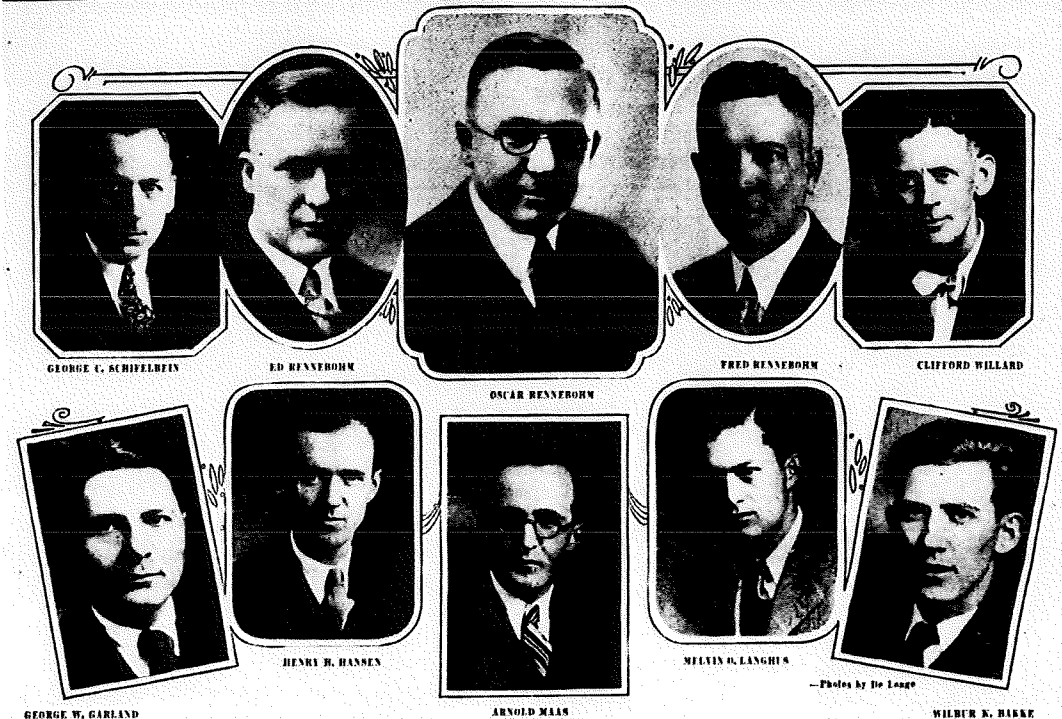
A graph of the growth shows an average rise of 10 per cent a year. Could one see the books of the Rennebohm pharmacies and in one week mark the dollars that had their way into the store cash registers, the interesting fact would be that many of the dollars is a short time back in the pockets of the Rennebohm customers.

Help Build Madison
A tremendous part of the Rennebohm purchases are made in Madison. The bulk of the supplies are distributed to employees in the Madison drug chain.

Another part of it goes into the Rennebohm stores making a contribution to the city's economy. A proportionately small share goes outside the city.

Laundries, bakeries, wholesale drug buyers, camera factories, hat makers, florists, contractors, tobacco companies—these are the sources of business in Madison which the Rennebohm chain helps to build through their purchases.

It is because Mr. Rennebohm is so certain of the possibilities for growth and growth of Madison that he has continued to expand his business and keep it a Madison institution of the kind of expanding out of the city as others have done.



Alterations Make Main St. Pharmacy One of the Best

Modernization of Store on Square Gives Madison Last Word in Pharmacies

Recent alterations of the Rennebohm pharmacy at 11 West Main street have made it one of the most modern drug stores in the state, as it is in part this same capital in Madison, coupled with business receipts, that has brought a steady growth in the group of stores since 1912 or, except for one year during the war, when Mr. Rennebohm was in service.

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Associates Aid In Success of Chain

Twelve of Rennebohm Staff, U. W. Graduates, Officially Earn Way to Top

Of Rennebohm's staff of drug store, now based at New Madison, Wis., he attended the public schools in that city and was graduated from high school in 1915.

After spending a year in the employ of a druggist in New Madison, Mr. Schiefelbusch left to take a course in pharmacy at Northwestern University, Evanston, Ill.

He was graduated from Northwestern in 1916 and accepted a position with W. A. Lewis, Madison, Wis., druggist. Here he remained until 1922, when he came to Madison as manager of the Rennebohm store No. 2 at 264 State st.

Managers Worked Up
Most of Mr. Rennebohm's staff members entered the business of drugs and worked upward. Clerks and other employees are constantly being noticed and trained by Mr. Rennebohm to become managers of their own stores, one by one.

Mr. Rennebohm has emphasized practical training rather than bookwork, and managers have been practically trained in a few hours in the handling of their stores.

Store Hints Developed
The manager of a retail drug store, though he may not have to do the work of many druggists, must be able to handle the business. It is the manager's duty to see that the store is run in the most efficient manner possible.

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Fred, Ed Linked With Oscar in Drug Store Chain

Marked Expansion of Business Foreseen in Recent Addition of Ed Rennebohm Store

According to a recent announcement, the Ed Rennebohm drug store, 264 State street, has been added to the chain of well-known Rennebohm Better Drug Stores.

In addition to this change, Mr. Rennebohm has been appointed vice president and secretary of the company. Eight stores throughout the city are now owned and operated by the Rennebohm company, and a ninth will be opened in about six weeks at the corner of University avenue and Highland street.

In 1914 and later Rennebohm were in partnership in the Madison pharmacy, after which the former left Madison and lived for a while in California. In his return he became associated with the Union Trust company until four years ago when he purchased the store which has just been added to the Rennebohm chain.

With Mr. Rennebohm's help and interest in the company, a marked expansion of business is expected. There is also a possibility of the better Rennebohm drug stores in several sections of the state. At the present time the company has the distinction of being the largest drug company in Wisconsin.

Great Expansion
Fred Rennebohm, brother of Oscar Rennebohm, and associated with him in the company, aids in the purchases of the company.

He graduated from the University of Wisconsin with the class of 1913. After this he was city dairy and food inspector holding the office for three years. He then opened a drug store on the East Side which he operated for twelve years before adding it to the Rennebohm chain.

A new time-backed drug store is equipped with a wide range of goods that the customer does not find elsewhere.

As just being completed, this Madison store probably the most modern and best paid out pharmacy in Wisconsin.

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A new time-backed drug store is equipped with a wide range of goods that the customer does not find elsewhere.

Rennebohm Chain Largest Home-Owned Unit in State

The Rennebohm chain of drug stores in the state. These establishments represent a continuous growth of a purely Madison business since 1912, when Mr. Rennebohm established his first pharmacy, the Madison Pharmacy, at Randall and University avenues.

With the exception of a war year, the business showed an upward trend. With the exception of a war year, the business showed an upward trend.

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Great Care Used in Prescriptions

Owner's Signed Pledge Encourages Careful Work at Rennebohm Stores

Madison is possible in business, and that fact is nowhere better demonstrated than at the prescription counter of Rennebohm Better Drug Stores. Above the counter in each of the seven stores is a hand-printed pledge signed by Oscar Rennebohm, which should be a guarantee to the customer.

"Where you are compounding a prescription, as if you were your own family, knowledge, and still deliver the health and happiness of your customer."

These prescriptions are signed by the owner of each store, and are a guarantee to the customer that the prescription is being filled with the highest quality of care.

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PAINT COLOR
NOTED AS A, B, C, D.

ALL CONCRETE "BLOCK"
JOINTS TO BE REPAIRED (TYP)

REFINISH
AND PAINT
EXIST
EYEBROW
COLOR A.
STAIN EXIST
CONC COLOR C

- A. ALUMINUM COLOR
- B. MED GRAY
- C. LIGHT GRAY (STONE COLOR)
- D. MED BLUE

AGED COPPER
STAIN EXIST DECO DETAIL

NEW
LED LIGHTING CONTINUOUS
UNDER EXIST
DECO EYEBROW
DETAIL

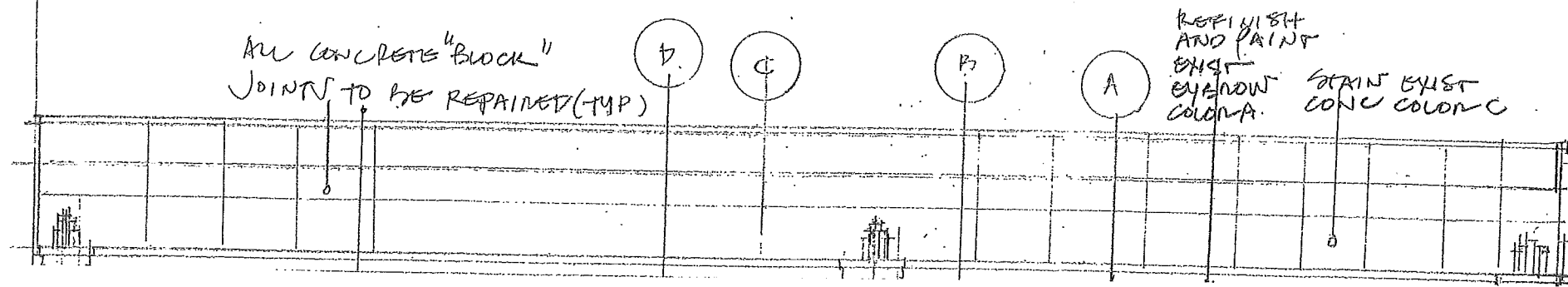
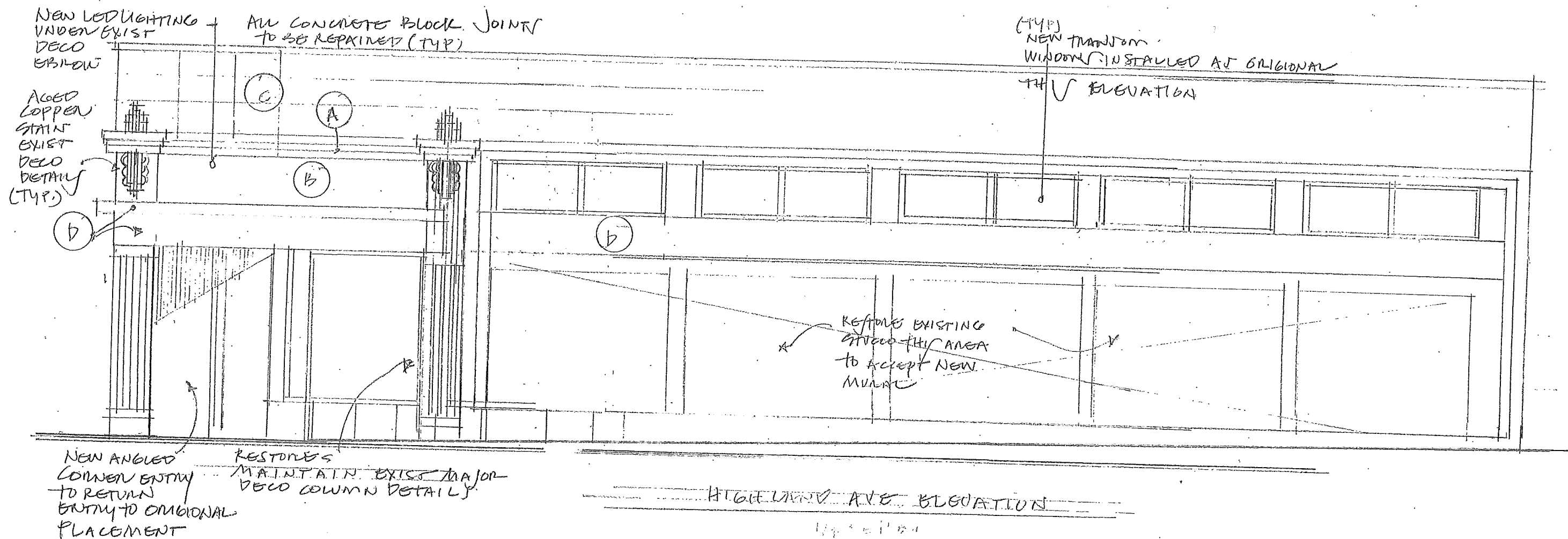
REPAIR &
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EXIST
MAJOR
"COLUMN"
ELEMENTS

REDUCED
PORTABLE
PLANT
"WAGON"

NEW ANGLED
COMMON ENTRY
TO RETURN ENTRY
TO ORIGINAL
CONFIGURATION

UNIVERSITY ELEVATION

EXIST
ALUMINUM WINDOW FRONT THEREAFTER TO BE REPLACED
(NEW GLAZING DETAIL (TYPICAL ALL ELEVATIONS)
(NEW GLAZING WILL BE ENERGY EFFICIENT
THERMO PANE WITH TRADITIONAL COLOR AND
PROFILE.



PAINT COLOR
NOTED AS A, B, C, D.

- A. ALUMINUM COLOR
- B. MED GREY
- C. LIGHT GREY (STONE COLOR)
- D. MED BLUE

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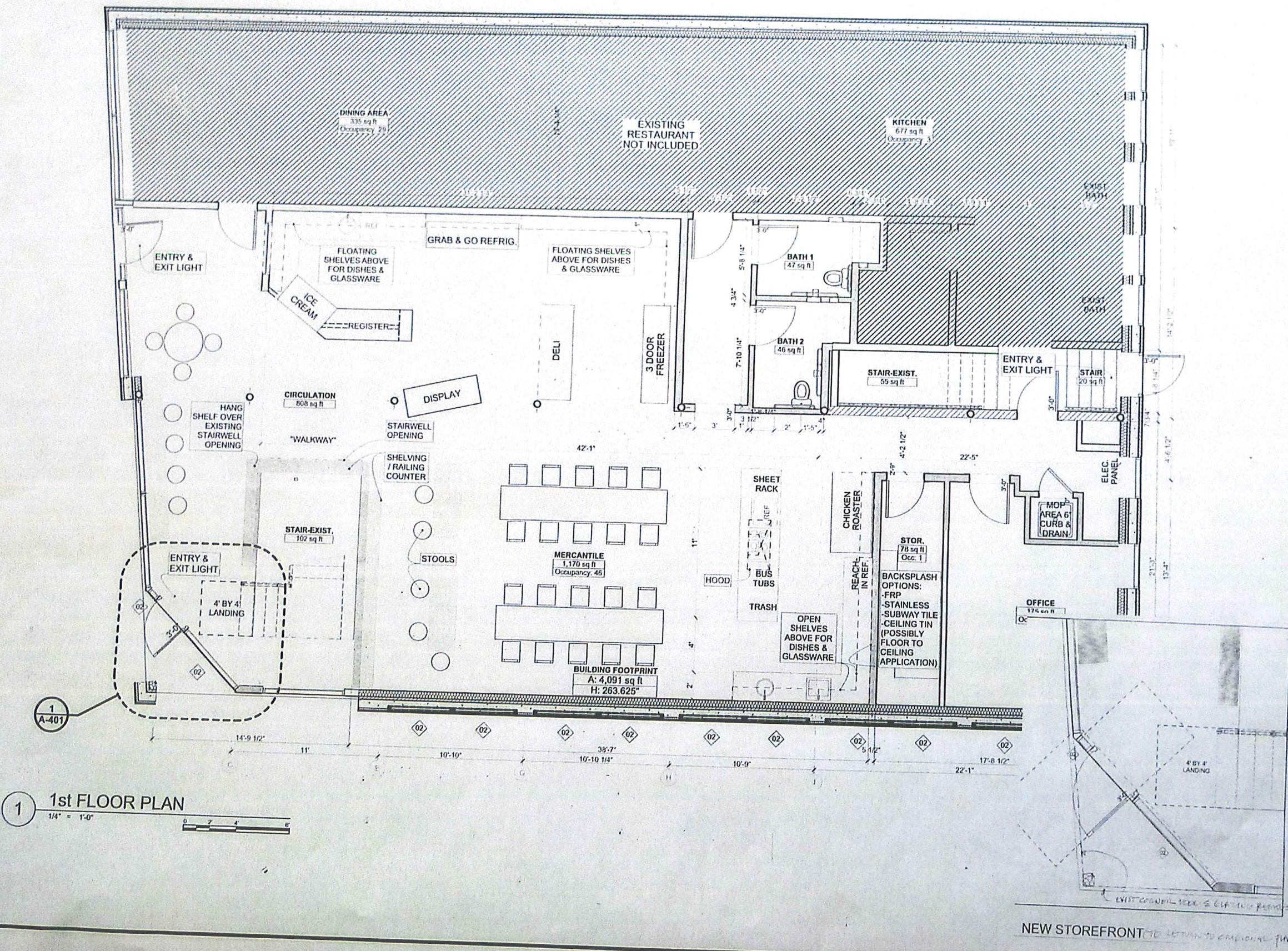
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SHEET TITLE

MAIN LEVEL PLAN

A-101

SHEET 5 OF 19



1
A-401

