

## AGENDA # 8

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** March 30, 2022

**TITLE:** 3554 E Washington Avenue - Renovation of an Existing Building into a Grocery Store in Urban Design District (UDD) No. 5. 12th Ald. Dist. (70449)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Jessica Vaughn, Secretary

**ADOPTED:**

**POF:**

**DATED:** March 30, 2022

**ID NUMBER:**

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

### SUMMARY:

At its meeting of March 30, 2022, the Urban Design Commission received an **INFORMATIONAL PRESENTATION** for the renovation of an existing building into a grocery store located at 3554 E Washington Avenue in UDD No. 5. Registered and speaking in support was Kirk Keller, representing Plunkett Raysich Architects, LLP. Registered in support and available to answer questions were Jerreh Kujabi, representing Midwest Gooch Group; and Samba Baldeh.

Kujabi introduced the project to turn the old Vision's nightclub into a neighborhood grocery store, noting they have reached out to MMSD, Madison College, area businesses and neighborhood associations over the last 2 ½ years of planning. The closest grocery store is HyVee but many area residents do not have transportation, making this a food desert. Revitalization of this area will be a benefit to the entire community. Keller gave a history of the building, which was initially built as a casino and hotel in 1947. The building has badly deteriorated over the years and their goal is to bring it back to its previous life with new windows, awnings, paint and historical materials. The electrical system, water system and mechanicals will all need replacing. He shared images of the original building that showed quite a bit of glass, awnings, and glass block that will be maintained. They will bring back the round window and open up the boarded windows along the E Washington Avenue frontage. He noted the color shown is not the final selection.

The Commission discussed the following:

- Glad you're reusing and giving this building a nod back to its 1940s Deco aesthetic. What's going on on the second floor?
  - Those were at one time small hotel rooms that were converted to residential. There are no residents in the building now, and that is not part of the scope of this proposal. That will come as a second phase, right now we're concentrating on the exterior.
- I applaud restoration to its original style and flavor. The awnings are critical, along with the round window. I like the direction of this, very exciting.

- We're also looking at rebuilding the canopies over the main entry to bring a dark accent back and continue the linear language of the building.
- I don't see this vision happening. I don't understand how you leave the second floor windows but replace the others. If you do the bottom you have to do the top.
- Is that spandrel glass facing the street at the deli counter?
  - That faces an alleyway, those windows will remain enclosed on the backside. It's not seen much, and our budget allows us to deal with the public sides of the building.
- Look for ways to bring in as much light as possible. You're covering windows with awnings, it's a small space and every window may be boarded or filled in.
  - The glass facing E Washington Avenue is opened up with new aluminum commercial windows and a glass commercial door. The three windows facing Kwik Trip are vision glass also. The windows that are not slated to open up face a garage and house, the top ones face property closer to Stoughton Road and are rarely seen.
- I'd revisit the glazing options. Nothing says 'grocery store,' I thought this was a multi-family building.
- If there are no plans for the second floor because of code issues, why not remove that and have the light come down?
  - We will eventually restore the second floor to residential spaces as a Phase 2.
- Are the upper floor windows original?
  - Those are second generation and some are still in good condition. Some will be remove replaced, others restored.
- Given the postcard you shared, it would be nice if you did anodized aluminum and paint in light gray or silver for continuity.
- He noted the upper level will be a second phase redevelopment process, can they do the exterior façade separately?
  - We are proposing all the exterior work at one time. We'll do the mechanical systems now so when we do restore the second floor it's essentially a tenant build-out infill project, when the budget allows for that.
- You show one entry door, how will that negotiate shopping carts? It could get really beat up.
  - The door will be ADA sized and our carts will be smaller than typical.
- Think about signage. There's a sign band on the top floor by it may be more appropriate located below the second floor.
  - We hope to end up with a small ground monument sign, and possible signage worked around the new round window.
- The parking could be reduced modestly for more planting along the E Washington edge of the property.
  - The goal is to maintain the current number of stalls.
- Good candidate for landscaping at the corner on E Washington Avenue.
- The awnings will be important. Be sure they are done well and detailed, not cheaply.
- The plantings in front are nicely thought out and go a long way to soften the base of the building.
- Given the number of parking stalls, no parking on E Washington Avenue and this future use, anything you can do to add to the front with planting is helpful.
- If that white picket fence is on your side I'd ask that it's painted the same color as the building.
- Nice project, long time coming.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.