



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 2190 Pennsylvania Avenue  
**Application Type:** Façade Grant for Exterior Modifications to an Existing Building in Urban Design District (UDD) 4  
**UDC is an Approving Body**  
**Legistar File ID #** [80252](#)  
**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** Jordan Hosking and Ethan Ridgeway, Wisconsin Greenhouse Company

**Project Description:** The applicant is seeking approval of a façade improvement grant for exterior modifications to an existing building. The scope of the work includes the replacement of existing metal siding with steel siding, and the replacement of the existing entry canopy.

**Approval Standards:** The Urban Design Commission is an **approving body** on this request.

The UDC is an approving body on this request because the site is located in Urban Design District (UDD) 4, which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in [MGO Section 33.24](#)(11). UDD 4 Building Design guidelines and requirements state that “*Exterior materials shall be low maintenance and harmonious with those used on other buildings in the area*” and “*Structures should be designed to be compatible with the structure that are adjacent to them.*”

Along with the Façade Grant Staff Team, the UDC is also an approving body on the Façade Improvement Grant request. In 2022, the Common Council adopted a resolution approving and implementing changes to the Façade Improvement Grant Program intended to improve the program by increasing the grant amounts, improving equity and accessibility to the program, and to simplify the process and strengthen the program (Legistar ID [72854](#)). Of the proposed changes to simplify the review and approval process for grant requests, all Façade Improvement proposals in excess of \$10,000 are required to be approved by only the Urban Design Commission and the Façade Grant Staff Team. The UDC’s review of grant requests shall be based on the program’s goals and objectives, which is intended to provide grants to “*...small business owners and tenants to assist them in restoring or beautifying their facades or storefronts.*”

## Summary of Design Considerations and Recommendations

This request has been reviewed by the City’s Façade Grant Team, who has approved the request noting that the proposal is believed to meet the goals of that program.

Staff recommends that the UDC review the proposed exterior modifications and make findings based on the aforementioned approval standards.