

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 8, 2012

TITLE: Report of the Façade Grant Staff Team –
2437 & 2439 Atwood Avenue (Madison
Brewery). 6th Ald. Dist. (27259)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: August 8, 2012

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Dawn O’Kroley, Richard Slayton, Tom DeChant, Henry Lufler, Melissa Huggins, John Harrington and Cliff Goodhart.

SUMMARY:

At its meeting of August 8, 2012, the Urban Design Commission **APPROVED** the report of the Façade Grant Staff Team for 2437 and 2439 Atwood Avenue. Appearing on behalf of the project were Percy Brown, Façade Grant Staff Team; Tori Hull and Ron Hull. Brown described the site and the older vacant commercial building where the improvements will bring this to an active, vibrant commercial use. Rummel asked about the Madison Brewery applying for the façade grant as the neighborhood isn’t familiar with them, wondering if they do not form a lease with this entity, will they still move forward with the façade improvement. Hull was not sure; the intent is they want to do it. The Madison Brewery has talked with community and business leaders around the area and are very close to signing a lease. Rummel thinks it’s a great project but she did state that the brewery has not talked to the neighbors, who will have questions. Goodhart inquired about the use of glass block; Hull replied that light was needed there without putting in full glass windows; there will also be a patio going out the side of the building which will include glass block around the door that will tie in with the new openings. O’Kroley suggested looking at all glass at the building’s front corner.

ACTION:

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **APPROVED** the façade grant. The motion was passed on a vote of (8-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 6, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2437 & 2439 Atwood Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	5	-	-	-	-	-	5
	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	6

General Comments:

- Modest façade improvement.