

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** July 17, 2019

TITLE: Report of the Façade Grant Staff Team –
1304 E. Washington Avenue, The Baldwin
Street Grille. 2nd Ald. Dist. (56492) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: July 17, 2019 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Cliff Goodhart, Jessica Klehr, Rafeeq Asad, Tom DeChant, Christian Harper and Syed Abbas.

SUMMARY:

At its meeting of July 17, 2019, the Urban Design Commission **ACCEPTED THE REPORT OF THE FAÇADE GRANT STAFF TEAM** for the Baldwin Street Grille located at 1304 E. Washington Avenue. Registered in support of the project was Jerry Bourquin, representing Dimension IV-Madison. Registered and speaking in opposition was Joey Hoey. The new entrance will move to the angled corner, the bar will be expanded once the ramp is removed and outdoor seating will be provided. Additional windows will be installed to give a better connection to the street. They are looking at a potential mural area on the Baldwin Street façade. They are also adding a canopy to the corner of the building and raising the building parapet to screen the rooftop mechanicals. A trash enclosure will be constructed at the rear of the building. The lower masonry will remain, siding infill will be used on the top and fresh paint applied.

The Commission discussed the following:

- The arched sign element on the corner seems paper thin. Try to thicken that to give it some mass.
- You have two windows facing E. Washington that look operable, and two that are not. Is there some reason they're not all the same?
 - I think that's purely a computer error. They're all new windows and are not operable, just solid glass.
- You're not replacing one of the lower windows on the Baldwin Street side even though it's the only low one?
 - That's the kitchen area back there so we're just keeping it as is for the staff.
- I'm glad you're considering a mural on the Baldwin Street side, but having it in that area with that aforementioned window, you're missing the more obvious place to put it on that big blank wall on the east elevation. It's a big blank canvas there.
 - Our property line is right at the edge of the wall, as long as it's OK with the neighbor we want to engage as much as we can.
- Some of the existing brick remains and some is added?

- There's new brick on the façade in the upper right corner. It is more of a cream color. There's also existing decorative block there that will remain.

Joey Hoey spoke as a neighborhood resident. He asked about the door on the corner, noting one of the constant problems is that the smokers congregate outside the front door on E. Washington Avenue. Moving the door to the corner will expose people who are waiting to cross the road at the lights to second-hand smoke. He eats there and enjoys the bar and wants them to succeed, but sees this as a bad move in terms of the number of smokers that use that corner.

ACTION:

On a motion by Goodhart, seconded by Klehr, the Urban Design Commission **ACCEPTED THE REPORT**. The motion was passed on a vote of (6-0). The motion provided for the following:

- Add thickness to the parapet, a couple feet of depth.
- Make all window mullions consistent.
- Encouragement to investigate mural location options.
- Encouragement to craft a policy regarding smokers on the corner.