

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 8, 2012

TITLE: Report of the Façade Grant Staff Team –
1525 Williamson Street (Brew & Grow).
6th Ald. Dist. (27258)

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 Team for 1525 Williamson Street. Appearing on behalf of the project were Percy Brown, Façade Grant Staff Team; and Jeremy Cynkar, representing the property owner. Brown introduced the project and surrounding Third Lake Ridge Historic neighborhood. The Façade Grant Staff Team has worked with the neighborhood and the Landmarks Commission to improve this metal building located on an important corner. DeChant asked about the architectural element described as an “arbor,” wondering how far it projects out. Cynkar replied there are four vertical members all at the face of the planter with one horizontal member coming out in an off-white cream color with red accent.

ACTION:

On a motion by Rummel, seconded by DeChant, 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, 5, 5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1525 Williamson Street

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

General Comments:

- Modest façade improvement.