
REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

Heather Bailey; Preservation Planner

Rebecca Cnare; Urban Design Planner

Janine Glaeser; Planner, Secretary for the Urban Design Commission

Michael Miller; Business Development Specialist

Craig Wilson; Housing Rehabilitation Specialist

TO: Community Development Authority

Request for waiver of Façade Improvement Grant Target Area Restriction.
Application: DRS Holdings, LLC. Baldwin Street Grille, 1304 E. Washington Ave.

AUTHOR: Craig Wilson
Office of Economic Revitalization, Economic Development Division

DATED: June 28, 2019

On October 3, 2000, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program and designating the Community Development Authority of the City of Madison as the agent overseeing the operation of the program. The continuing objective of the program is to enhance the visual appearance and economic viability of the downtown and smaller neighborhood commercial areas.

To date, the Façade Grant Program has assisted 100 properties. Eight of the properties served have been outside the established target area requiring waivers. \$1,316,075, in Façade Grants have been awarded and those funds combined with over \$3,024,450 in private funds results in a total of \$4,340,525 invested into restoration, preservation, and improvements to building facades in the City's most visible corridors and neighborhoods.

The scope of the exterior work will include; Construction of a wrap-around canopy and installation of new windows. Re-establishing the corner door as the main entry, new fiber cement siding and construction of parapet wall that will screen rooftop mechanicals. Total cost of the exterior work is estimated at \$46,300 and would be eligible for a grant of \$20,000.

The Façade Improvement Grant Staff Team recommends the granting of a waiver to the program target area for inclusion of this project. The Team feels that the project meets the Façade Improvement Program objectives of substantially beautifying the building façade. The grant objectives will also be fulfilled by assisting a small private business in promoting retail activities and the creation of an attractive environment, which will add greatly to the neighborhood character and architectural design.



**CITY OF MADISON
FAÇADE IMPROVEMENT GRANT PROGRAM**

Building and beautifying Madison, one storefront at a time

Department of Planning & Community & Economic Development
Economic Development Division
30 W. Mifflin St Suite 800
Craig Wilson, 266-6557
cwilson@cityofmadison.com



PROGRAM APPLICATION

Applicant: Ryan Schultz Phone: (608) 609-6272
 Business Name: DRS Holdings, LLC.
 Building Name: Baldwin Street Grille
 Business Address: 1304 E Washington Ave. Madison, WI Zip Code 53703
 E-mail Address: DRSHoldingsLLC53703@gmail.com
 Property Owner: DRS Holdings LLC
 Address: 1304 E Washington Ave. Madison, WI 53703
 Name of Grantee: Ryan Schultz
 Lease Terms: N/A (We own both the building & the business)
 Definition of Project Scope: Complete upgrade of the exterior of the building on the corner of E Washington & Baldwin St, including New Entrance, windows, doors, finishes, signage and beautification of the building to blend in with the new image of the East Washington developments.

ATTACHMENT

Please provide photographs and copy of lease, land contract, or deed. Tenants must provide owner's written authorization.

PROJECT BUDGET

List Individual Project Elements: (Awning, sign, painting of trim, etc.)	Total Cost	Grant \$	Private \$
<u>Sidings</u>	<u>20,023.20</u>	<u>10,000</u>	<u>10,023.20</u>
<u>Awnings</u>	<u>10,327.52</u>	<u>5,000</u>	<u>5,327.52</u>
<u>Parapet Roof Wall</u>	<u>3,608.63</u>	<u>1,500</u>	<u>2,108.63</u>
<u>Windows & Entrance</u>	<u>8,732.34</u>	<u>3,500</u>	<u>5,232.34</u>
<u>Painting & Masonry</u>	<u>3,615.30</u>	<u>0 (or more if possible)</u>	<u>3,615.30</u>
Total:	<u>46,306.99</u>	<u>20,000</u> <i>(or more if possible)</i>	<u>26,306.99</u>



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Contractor/Supplier: Supreme Structures
Address: 2906 Marketplace Dr. Madison, WI 53719

ATTACHMENT

* Bids, estimates, and/or contracts, product brochures, locator map and design drawings, if appropriate.

REMARKS Our goal is to redesign our Building to match and conform to the increasing Beautification and upgraded Look and Feel of the Area and the E Washington Developments. We are aiming for a Newer, Cleaner, and more modern image to be both more inviting and comfortable to our Customers and the neighborhoods & City we love to be a part of!

APPLICANT'S CERTIFICATION

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Madison Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: [Signature] Date: 5-15-19

Signature: _____ Date: _____

Please send this completed application, accompanying materials, and application fee of \$100 to:

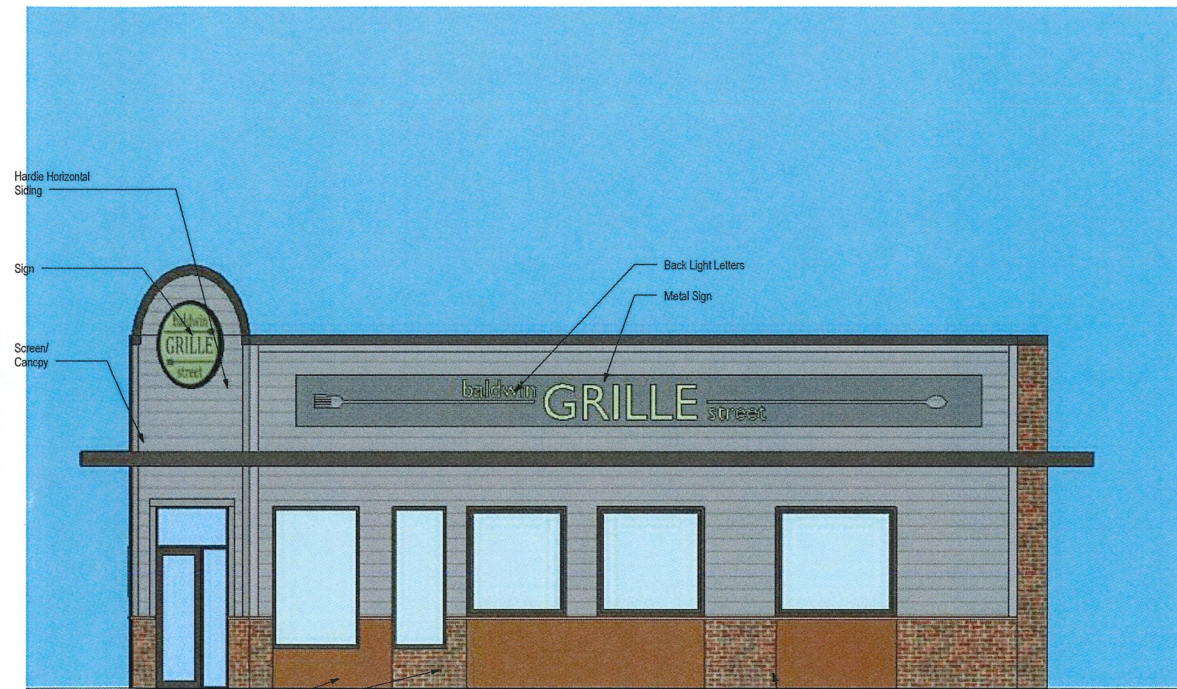
Economic Development Division
Attn: Craig Wilson
PO Box 2627
Madison, WI 53701-2627

**Baldwin Street Grille
Facade Improvement
Grant Program
Application**

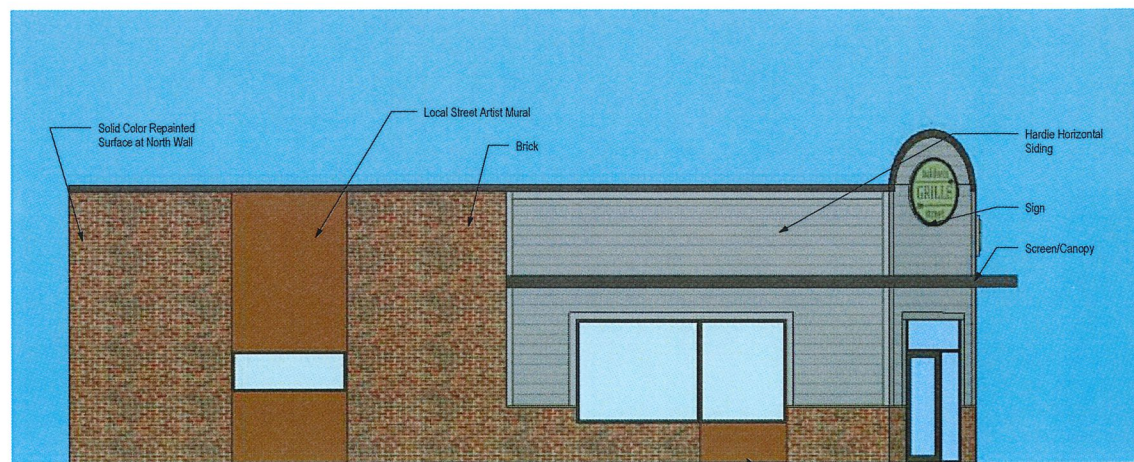
1304 East Washington



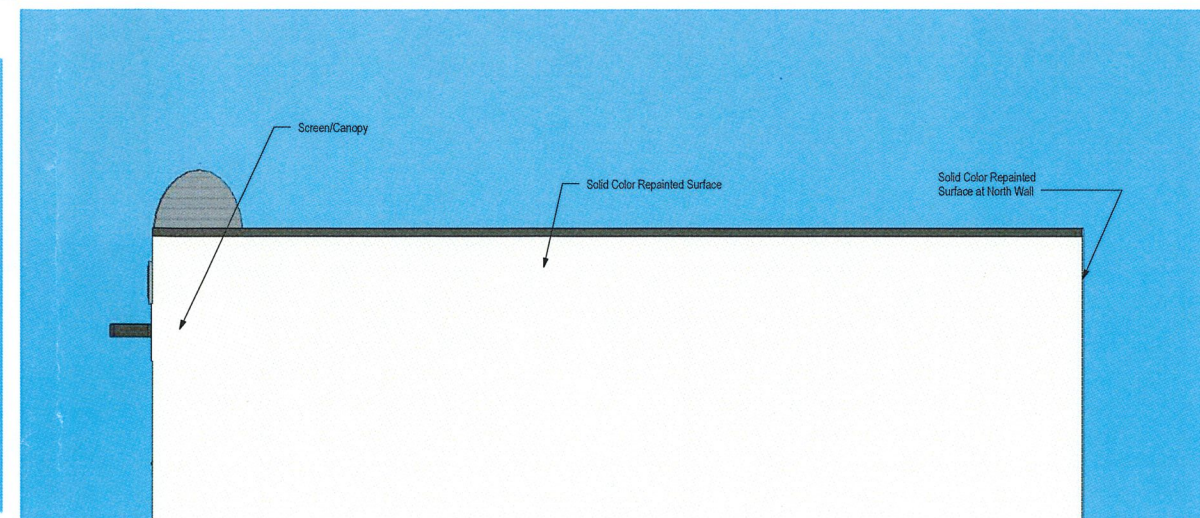
Entry Perspective



East Washington Elevation



Baldwin Street Elevation



East Elevation

DATE OF ISSUE: 06.08.2016

REVISIONS:	

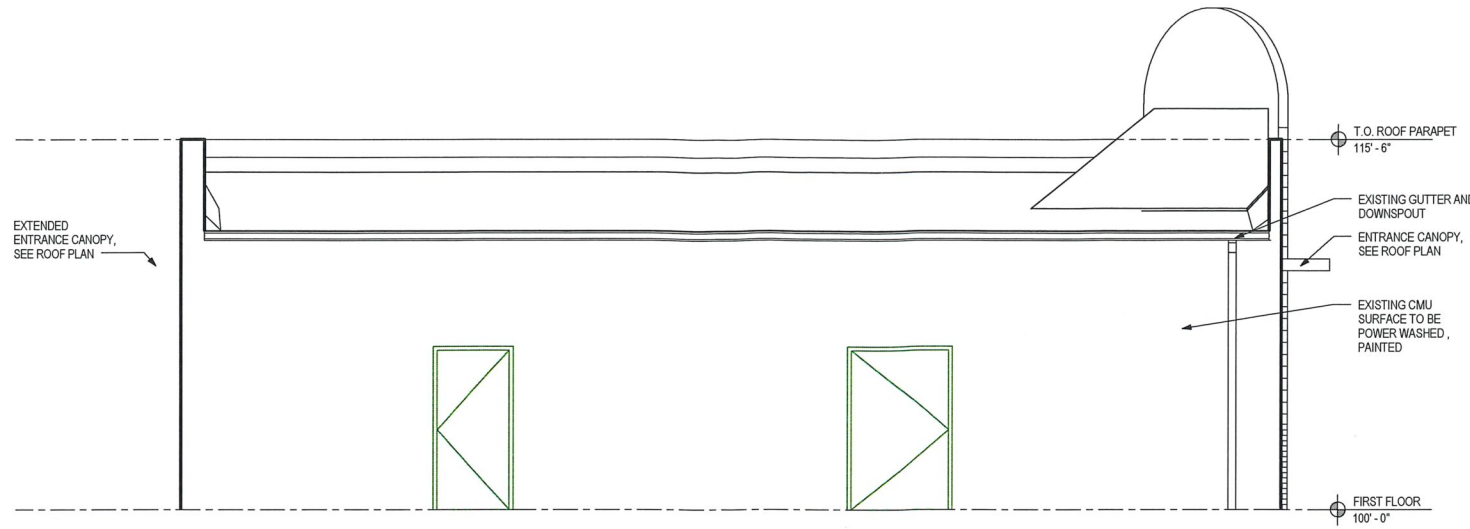
PROJECT # 19027

**EXTERIOR
ELEVATION**

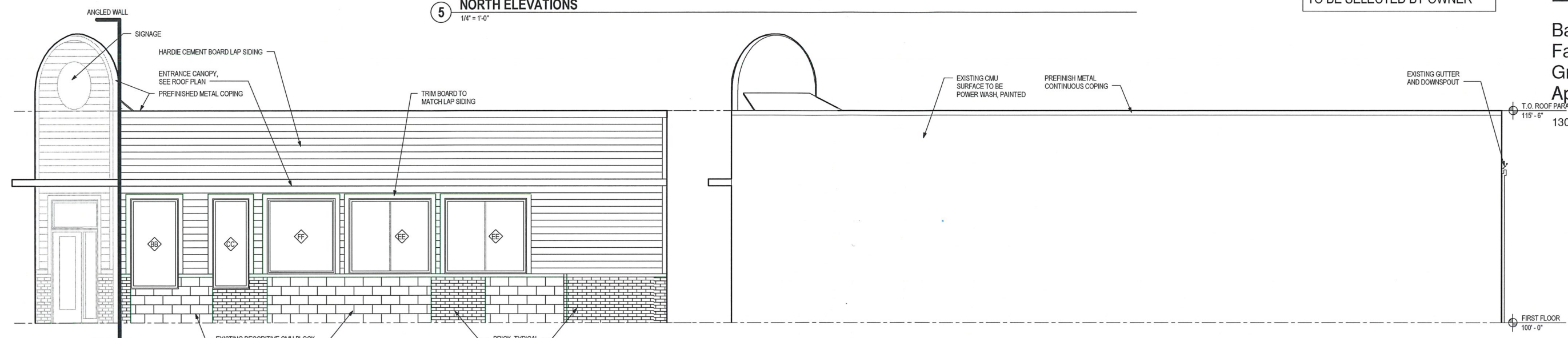
A2.0

EXTERIOR ELEVATIONS GENERAL NOTES AND LEGEND	
LEGEND	
EXISTING BRICK	BRICK STAIN COLOR - OLD ENGLISH RED(BY DYE/BRICK)
EXISTING DECORATIVE CMU	PAINT TO BE SELECTED TO MATCH STAINED BRICK COLOR
HARDIE CEMENT BOARD	COLOR - GREY SLATE(BY JAMES HARDIE)
HARDIE CEMENT TRIM	COLOR - GREY SLATE(BY JAMES HARDIE)
PREFINISHED MTL COPING	COLOR - MUDDLED BASIL(SHERWIN-WILLIAMS COLOR)
ENTRANCE CANOPY	COLOR - MUDDLED BASIL(SHERWIN-WILLIAMS COLOR)
EXISTING CMU SURFACE	COLOR - CLASSIC LIGHT BUFF(SHERWIN-WILLIAMS COLOR)
GENERAL NOTES	
A. NOT ALL MASONRY PENETRATIONS SHOWN, COORDINATE WITH MEP CONTRACTORS.	
B. EXTERIOR MATERIAL COLORS ARE AS INDICATED OR SIMILAR, OWNER TO APPROVE FINAL COLOR.	
C. CONTROL JOINTS CONTINUOUS FROM TOP OF FOUNDATION TO TOP OF WALL.	

NOTE: EXISTING FINISH COLORS TO BE SELECTED BY OWNER

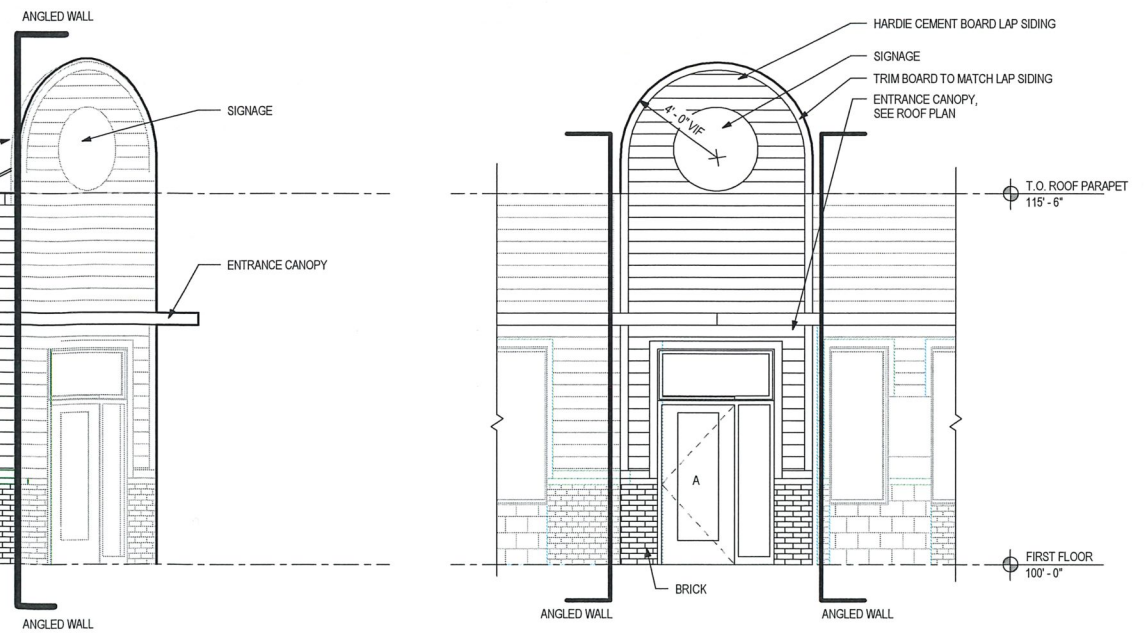


5 NORTH ELEVATIONS
1/4" = 1'-0"

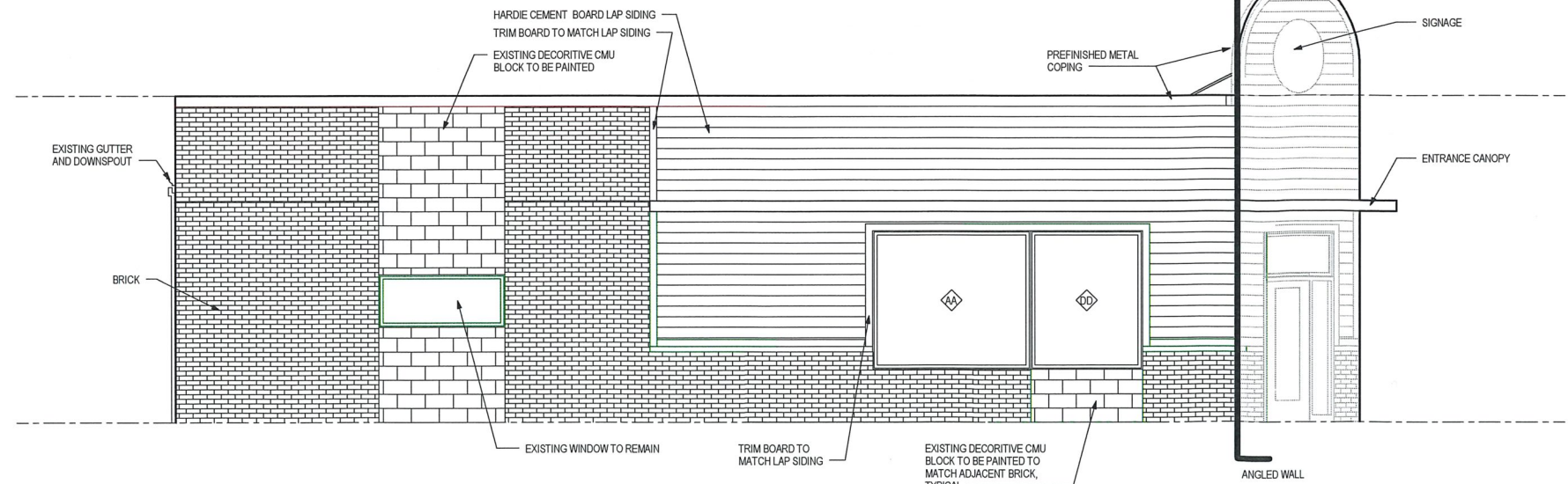


4 SOUTH ELEVATIONS
1/4" = 1'-0"

3 EAST ELEVATIONS
1/4" = 1'-0"



1 45 DEGREE WALL
1/4" = 1'-0"



2 WEST ELEVATIONS
1/4" = 1'-0"

**Baldwin Street Grille
Facade Improvement
Grant Program
Application**
1304 East Washington

DATE OF ISSUE: 02/28/2019

REVISIONS:

PROJECT # 19027

EXTERIOR ELEVATIONS

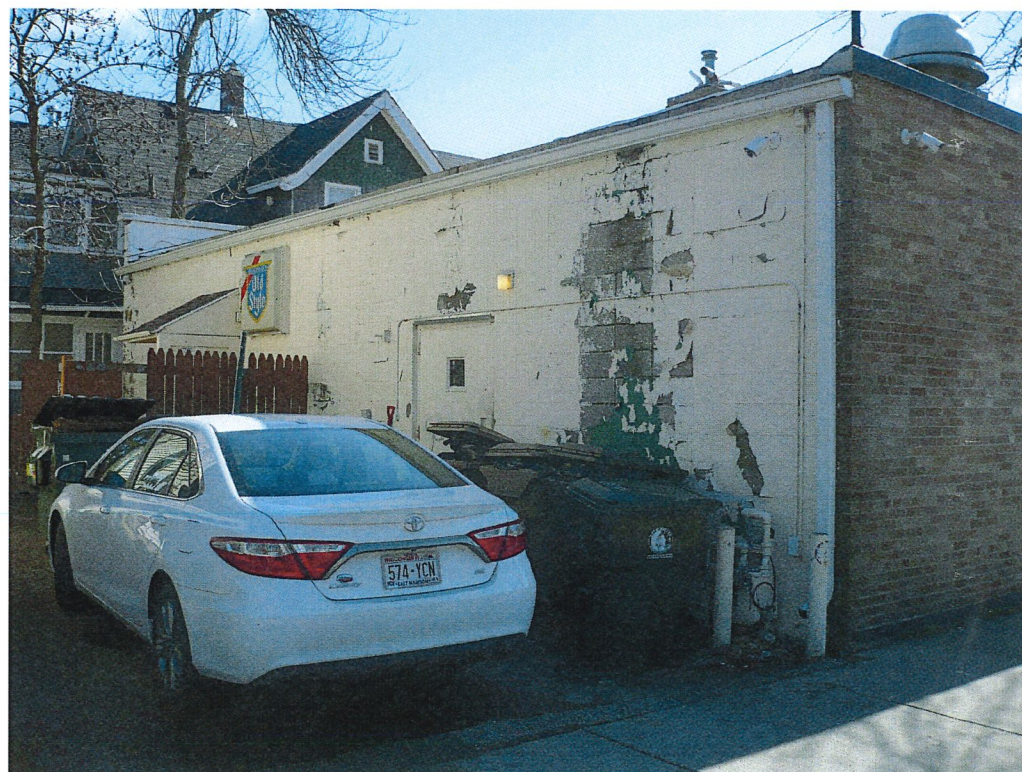
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N. BALDWIN ST. ELEVATION



EAST WASHINGTON AVE. ELEVATION



NORTH ELEVATION



EAST ELEVATION

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EXISTING
ELEVATION
PHOTOS

GO.2