

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** March 31, 2021

TITLE: Report of the Façade Grant Staff Team -  
2021 Winnebago Street. 6th Ald. Dist.  
(64476)      **REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

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

DATED: March 31, 2021      **ID NUMBER:**

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Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Craig Weisensel, Christian Harper, Jessica Klehr, Shane Bernau, Rafeeq Asad, Syed Abbas, Tom DeChant and Russel Knudson.

**SUMMARY:**

At its meeting of March 31, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of the Report of the Façade Grant Staff Team for 2021 Winnebago Street. Registered and speaking in support is Peter Kursel. Built from 1905-1910 by Oscar Bach, the building is located in the North Winnebago Business Area of Schenk's Corners. Notable occupants include Capitol Water Softener in 1936, Thyse Printing from 1950-2012, Door Pottery from 2013-2015 and the Arts & Literature Laboratory from 2015-2019. The building was designed for manufacturing and now zoned TSS. The façade is still intact but has several incongruities, lacks exposure to street level (restrictive) and access is limited to one street level door that is small and limited in its entry ability. This design frames the view from the inside from the street level, creates public interest and encourages them to engage in the services, while also creating public trust and transparency while adding to the neighborhood. In essence, the design acknowledges the past while adapting to the present. The essential vision for the building is to adapt and sustain, inspire the public and the businesses that serve them.

The Commission discussed the following:

- All the existing brick is proposed to remain, with new brick proposed for the lintel above the new openings?
  - All of the brick that will be demoed we're going to recover and reuse to finish off the masonry openings. Our mason thought he could recover enough brick to do everything. We can also do a match and get pretty close.
- It's handsome. How do you envision signs? I might suggest how wide the concrete pad is at the door. It might feel tight there or look tight, you might consider widening it.
  - I was looking at that myself earlier today, that's going to be about 8" on either side, it's called for there. The area above both windows could be reserved for each unit for signage, or if a tenant was interested in combining the two spaces they could use the original rectangle from the original façade.

**ACTION:**

On a motion by DeChant, seconded by Weisensel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).