



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 3554 E Washington Avenue
Application Type: Report of the Façade Grant Staff Team
Legistar File ID #: [73563](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Kirk Keller, Plunkett Raysich Architects, LLP | Jerreh Kujabi, Gooh Grocery

Project Description: The applicant is seeking Final Approval for a façade grant that includes new paint, awnings, windows, signage and plantings.

Project Schedule:

- The UDC granted Final Approval on June 15, 2022. The motion noted the following, for staff approval:
 - Create a landscape bed for the arborvitae along the site’s northern property line.
 - The plantings along the storefront windows shall not exceed the window sill height along the front of the building and relocate plantings as necessary to spaces between windows.
 - Add a center mullion to the first floor storefront windows similar to historic photos.
 - Submit a lighting photometric plan and fixture cut-sheets for administrative approval by the UDC Secretary.
 - Recommend a sans serif font style and color change for the proposed signage shown.

Approval Standards: The Urban Design Commission is advisory on this request. On October 3, 2000, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program. The resolution specifies that all Façade Improvement proposals be referred to the Urban Design Commission for comments and recommendations. The funding resolution will ultimately be a decision of the Common Council.

The site is also located within Urban Design District 5 (“UDD 5”), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of [Section 33.24\(12\)](#).

Summary of Design Considerations and Recommendations

This request has been reviewed by the City’s Façade Grant Team, who has recommended approval noting that the proposal is believed to meet the goals of that program. Please see the report of that staff team for further information. In addition, this request has also been reviewed by staff for consistency with the Commission’s Final Approval conditions, especially those that are pertinent to the Façade Grant application, including the addition of the center mullion in the first floor windows and exterior lighting. Staff believes that the proposed Façade Grant is consistent with the UDC Final Approval conditions.

Staff recommends that the UDC review the proposed modifications and provide their findings and recommendations to the Common Council.