

# URBAN DESIGN COMMISSION MEETING REPORT

October 18, 2023



<b>Agenda Item #:</b>	3
<b>Project Title:</b>	Report of the Facade Grant Staff Team - 2190 Pennsylvania Avenue, Exterior Modifications to an Existing Building in Urban Design District (UDD) 4. (District 12)
<b>Legistar File ID #:</b>	80252
<b>Members Present:</b>	Cliff Goodhart, Chair; Jessica Klehr, Shane Bernau, Christian Harper, Wendy Von Below, Marsha Rummel, and Rafeeq Asad
<b>Prepared By:</b>	Jessica Vaughn, AICP, UDC Secretary

## Summary

At its meeting of October 18, 2023, the Urban Design Commission **GRANTED FINAL APPROVAL** of a façade grant located at 2190 Pennsylvania Avenue in Urban Design District (UDD) 4. Registered and speaking in support was Troy Curtin.

Wisconsin Greenhouse is a national company that designs, assembles, and maintains greenhouses, with manufacturing done elsewhere. The site is located in a high traffic area on the way to the airport, with a lot of exposure; this grant would help revitalize the area. They are proposing steel siding in “coal,” and steel siding in aged walnut for a modern and naturalistic approach. An aluminum frame is proposed for a lean-to above the existing entry.

The Commission had the following questions for staff and the development team:

- The raised planting bed in front, is that existing or being replaced as part of the improvements?
  - We would like to replace it, it has come up in discussions before. We’re open to suggestions on materials and plants for that.
- (Secretary) As a façade grant, as a replacement it is not an option for funding. They can replace it but that is not included as part of the request.
- The timbers kind of bring the overall design down, I would recommend another material be used if you’re going to keep a raised planting bed along that edge. Something of steel that ties into the rest of the building, it would keep your refined, modern aesthetic.
- There doesn’t seem to be a lot of difference between the coal proposed and the roof now. Is it failing? How come you don’t just paint it?
  - We did look at painting it, but we’d have to then repaint it rather often. The color has faded there, the vertical slats are a big portion to it. We looked at a completely flat type of material as well, we’re pretty open to suggestions here. We did have a leak but I don’t believe it was related to that.
- I’m wondering about the value of all that new siding, it’s still a very roof dominated façade. You could consider breaking up that heavy dark coal with maybe a lighter color that is just above the wood look, frame that a little bit, so the big eyebrow isn’t as heavy as the building itself. It could be metal panel but a lighter color, or a wood look. You could do that above the canopy too, just to lighten it up.

A motion was made by Rummel, seconded by Klehr, to grant Final Approval.

Discussion on the motion:

- Condition to not use the timber for your planting bed, if replaced.

- The roof is proud of the façade, is that being changed?
  - It is much more of a straight angle as opposed to straight vertical.
- You're reconstructing the roof, not just recladding it? A condition of approval should be that something happens to bring that roofline up. Right now that proportion is very heavy.

## Action

On a motion by Rummel, seconded by Klehr, the Urban Design Commission **GRANTED FINAL APPROVAL** with the following conditions:

- Reduce the “top” material. One consideration could be to bring the wood look up into the “roof” to lighten up the mass of the dark material.
- If the planting bed is removed and replaced, use an alternate material for the planting beds – a simple steel that ties into the rest of the building would keep the modern design aesthetic.

The motion was passed on a unanimous vote of (6-0).