



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 916 Williamson Street
Application Type: Façade Grant for Exterior Modifications to an Existing Building
UDC is an Approving Body
Legistar File ID # [84627](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Emily & Andrew Hutchison, Rising Dough, Inc. dba Madison Sourdough

Project Description: The applicant is seeking approval of a façade improvement grant for exterior modifications to an existing building that are period appropriate for this 1948 building. The scope of work includes replacing the fabric awnings with metal new awnings, new wall signage, and removing and replacing exterior gooseneck lighting with frosted exposed bulbs under the canopy.

Project Schedule:

- At their June 3, 2024, meeting, the Landmarks Commission granted approval of a Certificate of Appropriateness for the proposed exterior modifications to the building.

Approval Standards: Along with the Façade Grant Staff Team, the UDC is also an approving body on the Façade Improvement Grant request. In 2022, the Common Council adopted a resolution approving and implementing changes to the Façade Improvement Grant Program intended to improve the program by increasing the grant amounts, improving equity and accessibility to the program, and to simplify the process and strengthen the program (Legistar ID [72854](#)). Of the proposed changes to simplify the review and approval process for grant requests, all Façade Improvement proposals in excess of \$10,000 are required to be approved by only the Urban Design Commission and the Façade Grant Staff Team. The UDC's review of grant requests shall be based on the program's goals and objectives, which is intended to provide grants to "*...small business owners and tenants to assist them in restoring or beautifying their facades or storefronts.*"

Summary of Design Considerations and Recommendations

This request has been reviewed by the City's Façade Grant Team, who has recommended approval of the request as the proposal is believed to meet the goals of that program. Overall, the proposed exterior modifications result in a more cohesive, period appropriate façade reflecting one tenant space.