

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 21, 2012

TITLE: A Report from Percy Brown, Manager of the Office of Economic Revitalization on the Façade Improvement Grant Program Update. (25676)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 21, 2012

ID NUMBER:

Members present were: Richard Wagner, Melissa Huggins, Henry Lufler, Todd Barnett, Marsha Rummel, Richard Slayton and Dawn O’Kroley.

SUMMARY:

At its meeting of March 21, 2012, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on the updated Façade Improvement Grant Program. Percy Brown, Manager of the Office of Economic Revitalization stated that the program started in 2000 and to date has given 46 grants for a total of \$730,000, making significant impacts on those neighborhoods. The only area they have not had any activity is the Old University Avenue corridor and for the first time the program may use a target mailing for that neighborhood. Highlighted changes to the program include the Common Council approving the resolution expanding the Façade Grant target area to include all commercially zoned City designated historic landmarks (17). He further stated that this is not a maintenance program. Barnett stated that he found some of the projects seemed to be for maintenance; for instance the eye store on Monroe Street. He inquired about what qualifies as maintenance; Brown replied that tuckpointing alone would be strictly maintenance. Historic properties take into account much more and tuckpointing is only a small portion of that (new doors, new signage, etc.). Brown noted that the project was borderline in going beyond mere maintenance where the program is intended to transform façades as he referenced with previously approved projects. He stated that the Façade Grant Staff Team would be reluctant to forward any new projects that did not go beyond the maintenance threshold.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.