

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 8, 2013
TITLE: Report of the Façade Grant Staff Team – 2000 Atwood Avenue. 6 th Ald. Dist. (30038)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 8, 2013	ID NUMBER:

Members present were: Richard Wagner, Chair; Melissa Huggins, Richard Slayton, Dawn O’Kroley*, Henry Lufler, Ald. Lauren Cnare, Tom DeChant, Cliff Goodhart and John Harrington.

*O’Kroley recused herself on this item.

SUMMARY:

At its meeting of May 8, 2013, the Urban Design Commission **ACCEPTED** the report of the Façade Grant Staff Team for 2000 Atwood Avenue. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Diana Dorschner, representing Dorschner Associates, Inc. Dorschner described the improvements planned for the flatiron building which include a signage piece being removed and replaced with something that goes back to the 1950s, the stucco at the base will be covered in a cast stone material or some cementitious material, the band that wraps the building will be removed, salvaged and the limestone will be restored to its original condition, pending the existing condition being acceptable. Growney Selene presented the sign aspects of the project which will try to replicate the original “Rennebohm’s” signage on the flatiron portion of the building. They also have made allowances for a projecting sign which would have been consistent with that time and capture more of their graphic icon of a rhino.

Percy Brown of the Façade Grant Staff Team thanked the Commission for their work on façade grants, announcing that this would be the last façade grant he would bring before the Commission before he retires.

Ald. Marsha Rummel thanked Percy Brown for his years of work and dedication. She wondered if more existing EIFS could be removed from the existing façade to be sure the City is getting the most for its money.

ACTION:

On a motion by Cnare, seconded by Slayton, the Urban Design Commission **ACCEPTED** the report. The motion was passed on a vote of (7-1-1) with O’Kroley recusing herself. The motion requested that the applicant be encouraged and to investigate eliminating the first panel of existing EIFS closest to the corner.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2000 Atwood Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	7	-	-	8	-	8	8