



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 3817 Milwaukee Street  
**Application Type:** Planned Multi-Use Site – Informational Presentation  
**Legistar File ID #** [58753](#)  
**Prepared By:** Janine Glaeser, Planning Division

## Background Information

**Applicant | Contact:** Philip Weightman, Fox Arneson, Inc, Madison, WI

**Project Description:** The applicant is providing an informational presentation on redevelopment of the Woodman’s Planned Multi-use site. The project proposes to demolish the existing out-lot buildings, including a restaurant and gas station, and construct a new gas, lube & car wash building. In addition, new landscaping islands will be added to the existing parking lot areas.

**Project Schedule:** The development team is planning to submit a land use and UDC application early 2020.

**Approval Standards:** The Urban Design Commission is advisory on this request to the Plan Commission. Section 28.137(2)(e) states “A Planned Multi-Use Site containing more than forty thousand (40,000) square feet of floor area and where twenty-five thousand (25,000) square feet of floor area is designed or intended for retail use or for hotel or motel use, shall require conditional use approval following a recommendation on the design of any specific proposal by the Urban Design Commission. As a conditional use, the Plan Commission must find the following design-related standard met: “The Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for commend and recommendation.”

## Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC provide comment on the recommendations for the site plan, landscape plan, and exterior design & appearance of all principal buildings and their relationship to the larger multi-use site context.

- Consider existing Milwaukee Street area context and how it relates to the proposed modifications.
- The 2018 Comprehensive Plan recommends “General Commercial” development which include automobile-oriented uses.
- Study the vehicular and pedestrian site access from both Milwaukee Street and the existing Woodman’s Store.