



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 3817 Milwaukee Street
Application Type: Planned Multi-Use Site – Requesting Initial/Final Approval
Legistar File ID # [58753](#)
Prepared By: Janine Glaeser, UDC Secretary

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 UDC received an Informational Presentation on January 15, 2020
- The Plan Commission is scheduled to review this item on May 11, 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 discussion from the January 15, 2020 UDC Informational Presentation, as summarized below, as well as recommendations for the site, landscape, and elevation plans of all principal buildings and their relationship to the larger multi-use site context.

- The north elevation of the car wash facing Milwaukee Street, it is the most mundane of the things you’re proposing. The lube center has a lot of glazing but this is a minimalist façade. Is there any way to bring elements of the storefront to that?
- I think cutting in the islands, the additional trees and landscape updates are great. No objections to the tree species but there are a lot of them, availability can sometimes be an issue. Kentucky Coffee might be a great tree to add to the mix, and one shrub to replace is the Gold Flame Spirea for a Birch Leaf Spirea.
- The building design for the car wash vs. the main convenience store, why aren’t you tying it all together?
- I wonder if there’s any point in treating the windows on both buildings the same, they look nice on the lube building. The way you have them framed on the lube building is nicer and might make the car wash a little nicer.
- Your entrance seems odd and not as strong. If it was on the south side on Milwaukee Street it would signify a stronger entrance to pull people in. The main entrance is mostly covered by the view of the gas pumps.