

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 15, 2020

TITLE: 3817 Milwaukee Street – Redevelopment
of the Woodman’s East Gas, Lube and Car
Wash Facilities. 15th Ald. Dist. (58753) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: January 15, 2020 **ID NUMBER:**

Members present were: Cliff Goodhart, Chair; Rafeeq Asad, Lois Braun-Oddo, Tom DeChant, Christian Harper, Jessica Klehr, Craig Weisensel and Shane Bernau.

SUMMARY:

At its meeting of January 15, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for redevelopment located at 3817 Milwaukee Street. Registered in support were Jim Arnesen, Philip Weightman, Paul McIlheran and Luke Haas, representing Woodman’s. They were able to purchase the lot containing a restaurant in order to modernize their gas and lube facilities. Weightman reviewed the site plan and access, existing buildings and new construction. The convenience store will face Milwaukee Street, the lube bays will face to the south, the five gas canopies will run north/south and the car wash will be located to the east. This development disturbs more than 10% total area of the property, which requires upgrades to the landscaping on the entire property. New landscaping at the base of the convenience store and lube center are planned, as well as trees in the parking lot islands at every 12 stalls. The building materials include two colors of brick on the lube center and backside of the convenience store, aluminum composite panel (Lucabond), cast stone accents and storefront system glazing. The signage shown on the plans is the minimum that Woodman’s likes to use. They have incorporated the billboard into the layout of the circulation; once the lease runs out the sign will be removed. They have met with Ald. Foster, District 15, and walked through the site with them. He gave them insight on bicycle access for the property; he encouraged them to look at the southeast portion of the site and access to the west. Stormwater improvements and regrading are also proposed.

The Commission discussed the following:

- You have granite mulch in your parking lot islands, we’d much rather see bark mulch in those islands. I like your selection of plants, it’s a bit more adventurous than what we see in these types of projects. I would have some concerns only with some of the more narrow islands to make sure that we’re getting trees that will grow up before growing out too far. I’m a big fan of the Miyabe Maple, take that into consideration especially on the skinny islands.
 - We could look at higher canopies too to get above the door zone.

- 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?
 - Yes, we can look at something, there's not a whole lot of elevation to work with. This is a prefaced concrete masonry structure with brick veneer, for the conditions. The center door is for the mechanical room.
- Maybe consider a canopy on the streetside, something that goes across both garage doors and ties into some other elements.
- I think cutting in the islands, the additional trees and landscape updates are great, I applaud you for that. Check the vision triangles at some of the intersections, it looked like some plants or trees are pulled in too tight. 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?
 - It has the same cornice, the same brick.
 - These are a high speed roll up door. Traditional other garage doors in car washes they tend to accumulate water and ice up. This particular type of door seems to work and not cause problems.
- Why is the color dramatically different?
 - The lube center is clear anodized, the car wash is a fabric type door. They're apples and oranges. It's clear translucent center piece and the top and bottom panels are a colored material.
- It draws more attention to something I don't think you want to draw attention to, the red.
- The entrance to the convenience store is facing the gas pumps, so as you go around the corner is that vision glass?
 - Yes. And the dumpster enclosure is a masonry enclosure to match the brick in the building with a cast stone cap on it.
- When does the lease run out on that billboard?
 - I don't know the exact time but I believe it's at least three years from now.
- To follow up on the lube shop vs. the car wash, the window treatment looks like an aluminum frame with a panel of brick above and cast stone. Is that brick recessed?
 - Yes.
- 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.
 - The windows are placed so they don't interfere with mechanical equipment in the car wash, so you're not looking right at it through the window. The new system has a big rail for the car wash in there and it doesn't look great.
 - All the aluminum framing is clear anodized.
- 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.

ACTION:

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