

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_  
Legistar # \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## 1. Project Information

Address: 3505 Univeristy Ave

Title: Genin's AutoCare facade updates.

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested October 7th.

- New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

## 3. Project Type

- Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
 Planned Development (PD)  
     General Development Plan (GDP)  
     Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

### Signage

- Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)  
 Signage Exception

### Other

- Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Rick Genin  
**Street address** 3505 University Ave.  
**Telephone** 608-444-0509

**Company** Genin's AutoCare  
**City/State/Zip** Madison, WI  
**Email** bussymo@aol.com

**Project contact person** Austen Conrad  
**Street address** 811 E. Washington Ave.  
**Telephone** 608-276-9200

**Company** Strang Inc  
**City/State/Zip** Madison, WI  
**Email** aconrad@strang-inc.com

**Property owner (if not applicant)** \_\_\_\_\_  
**Street address** \_\_\_\_\_  
**Telephone** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_  
**Email** \_\_\_\_\_

**5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal\***
- Notification to the District Alder**
  - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

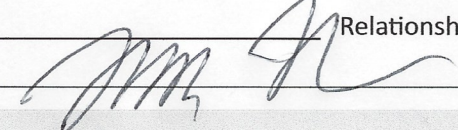
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser and Jacob Moskowitz on July 28th, 2020.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Rick Genin Relationship to property Owner  
 Authorizing signature of property owner  Date 9/4/2020

**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)*

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



Genin's Auto Care  
3505 University Ave.  
Madison, WI

Urban Design Commission



To: City of Madison Urban Planning Commission

Project: Genin's Auto Care  
3505 University Ave.  
Madison, Wisconsin 53705

Applicants' Contact: Genin's Auto Care  
3505 University Ave.  
Madison, Wisconsin 53705  
Attn: Rick Genin  
608-238-1088

Architect: Strang, Inc.  
811 E. Washington Ave., STE 200  
Madison, WI 53703  
Attn: Austen Conrad  
608-276-9200

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## Request

Applicant is seeking Urban Design Commission approval on the rebranding of the existing building façade to align with Napa AutoCare brand standards.

## Zoning Data

Current Zoning: CC-T with Urban Design District #6 overlay.

Proposed Use: Auto repair station.

Parking: 27 stalls including two handicapped accessible stalls.

## Letter of Intent

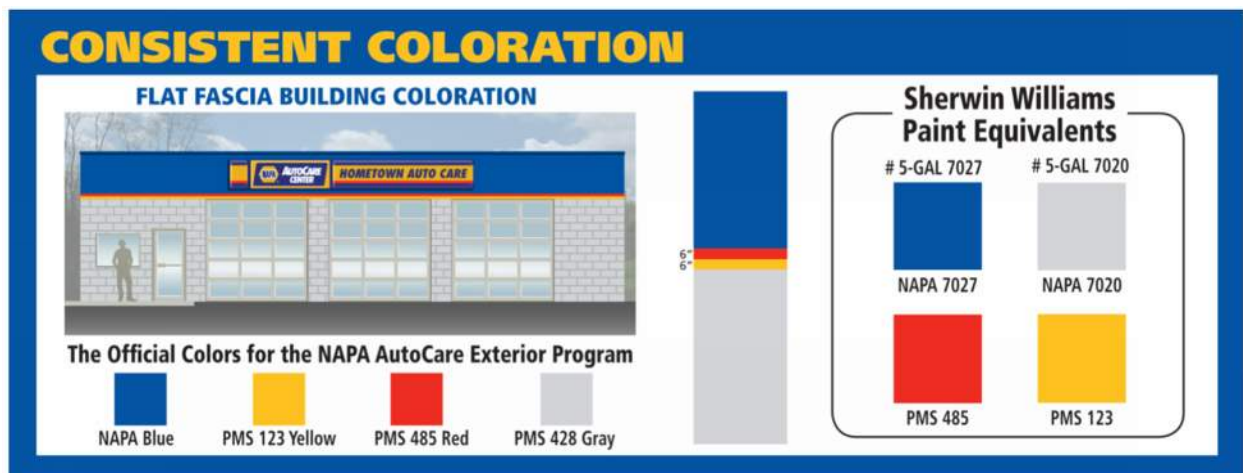
Genin's Auto Care is a well-established, locally owned auto repair shop and fuel station for Madison area residents, and is a key business in the University Avenue commercial corridor. The business is a member of the Napa Auto Care network and desires to refresh the aesthetics of the existing building façade to align with Napa's exterior branding standards. The proposed work will comprise of two phases of exterior work:

1. The Rebranding of the Existing Façade: The existing façade is comprised of brick, metal panels, wood, and metal-framed glazing systems. The rebranding of the building will not change the existing façade design or materials beyond re-painting. The new paint colors and paint locations align with Napa AutoCare exterior branding standards. The width of the painted stripes will be 8" in height so that the paint transitions will course with the brick. See attached for existing and rebranded façade elevation drawings.
2. The Elimination of Fuel Station Services: The existing auto repair services will continue to operate on site in the same manner that it does today. The existing fuel services will no longer be offered to customers. The existing underground fuel tanks, drive-under canopy, and pump islands will be removed from the site. The disturbed portions of the site will be built back using asphalt paving, and a new parking layout will be painted in a manner that will provide additional parking for customers as well as adequate maneuvering space for tow trucks near the service bays.

Genin's Auto Care is a successful locally owned business and these proposed changes will help the business maintain success long into the future.

## Exterior Materials and Colors:

This graphic shows the Napa AutoCare exterior design style guidelines that the proposed rebranding will adhere to. See attached façade illustrations for material placement on the building's façade.



## Austen R. Conrad

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**From:** Austen R. Conrad  
**Sent:** Tuesday, September 1, 2020 1:05 PM  
**To:** 'district11@cityofmadison.com'  
**Cc:** 'Rick Genin'  
**Subject:** 3505 University Ave facade refresh  
**Attachments:** 3505 University Ave UDC Application.pdf

Good afternoon Arvina,

Genin's Auto Care on University Ave is planning several improvements to their property. The removal of the fuel tanks, drive-under canopy, and fuel pump islands are already in process for city review. The remaining work is to repaint the exterior of the building and update the signage above the service bay doors. Since the property is located within the Urban Design District #6 overlay district, I have to submit all façade changes to UDC for review. Part of the submittal process is including a copy of this email letting you know that we intend to submit these changes to the city. For your reference, I've attached a copy of the UDC submittal that I'll be submitting on behalf of Genin's to UDC. We believe that these façade changes will be a nice enhancement to the important University Ave commercial corridor. Let us know if you have any concerns that would impact your ability to provide a positive recommendation once this is submitted to the city.

Best,  
Austen

**Austen R Conrad** AIA, NCARB, NCIDQ, WI Real Estate Broker

Design Architect | Real Estate Specialist | Shareholder

608.276.9201 x179 | [AConrad@strang-inc.com](mailto:AConrad@strang-inc.com)

### STRANG

811 East Washington Avenue, Suite 200 | Madison, WI 53703 | 608.276.9200

W238 N1610 Busse Road, Suite 102 | Waukesha, WI 53188 | 262.875.6760

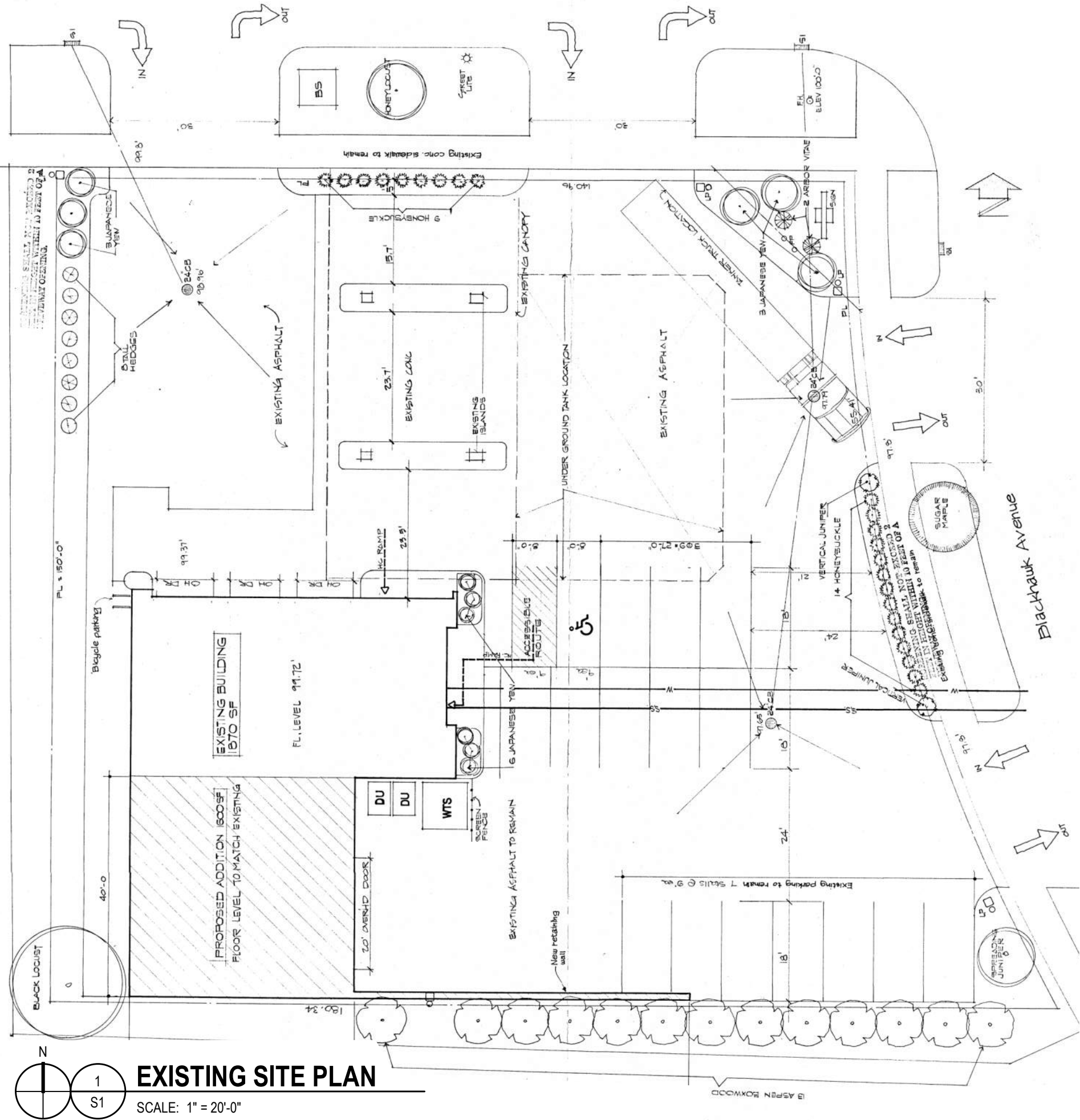
[www.strang-inc.com](http://www.strang-inc.com)

**Voted Number ONE Commercial Architectural Firm**

Seven Consecutive Years (2013-2019) by the Readers of *InBusiness Magazine*







Parking Lot Plan Site Information Block	
Site Address	3505 UNIVERSITY AVE
Site acreage (total)	.531 ACRES
Number of building stories (above grade)	1
Building height	14'
DILHR type of construction (new structures or additions)	5B MASONRY
Total square footage of building	EXIST. 1870, NEW 1600, TOTAL 3470 SF
Use of property	VEHICLE REPAIR/RETAIL
Gross square feet of office	N/A
Gross square feet of retail area	1600 S.F.
Number of employees in warehouse	17A
Number of employees in production area	6
Capacity of restaurant/place of assembly	N/A
Number of bicycle stalls shown	2
Number of parking stalls:	shown
Small car	0
Large car	15
Accessible	1
Total	16
Number of trees shown	16

PLANT LIST	ELEMENT	POINT VALUE	POINT QUAN	POINT ACQVD	CREDITS QUAN PTS
ASPEN BOXWOOD (13), HONEY LOCUST (1), BLACK LOCUST (1), SUGAR MAPLE (1)	CANOPY TREE - 2'-22" TB	16	1200		
JAPANESE YEW (6), TALL HEDGE (6), VERTICAL JUNIPER (2), ARBOR VITAE (2) 5 GAL.	EVERGREEN SHRUB, 5'	24	120		
HONEY SUCKLE (23) 5 GAL MIN.	DECIDUOUS SHRUB, 3'	23	69		
	DECORATIVE WALL OR FENCE PER 10'	10			
SPREADING JUNIPER 2'-24"	EVERGREEN TREES 3'-HEIGHT MIN.	30	30		
	CANOPY TREE 1'-8" CAL OR SMALL TREE 1'-8" CAL	0	0		
				149	

NUMBER OF POINTS REQUIRED ..... 149

NUMBER OF POINTS PROVIDED ..... 149

- Legend
- LIGHT POLE
  - DU DUMBBSTER
  - WTS WATER TREATMENT SHED
  - SI STORM INLET
  - FP FLAG POLE
  - BS BUS STOP

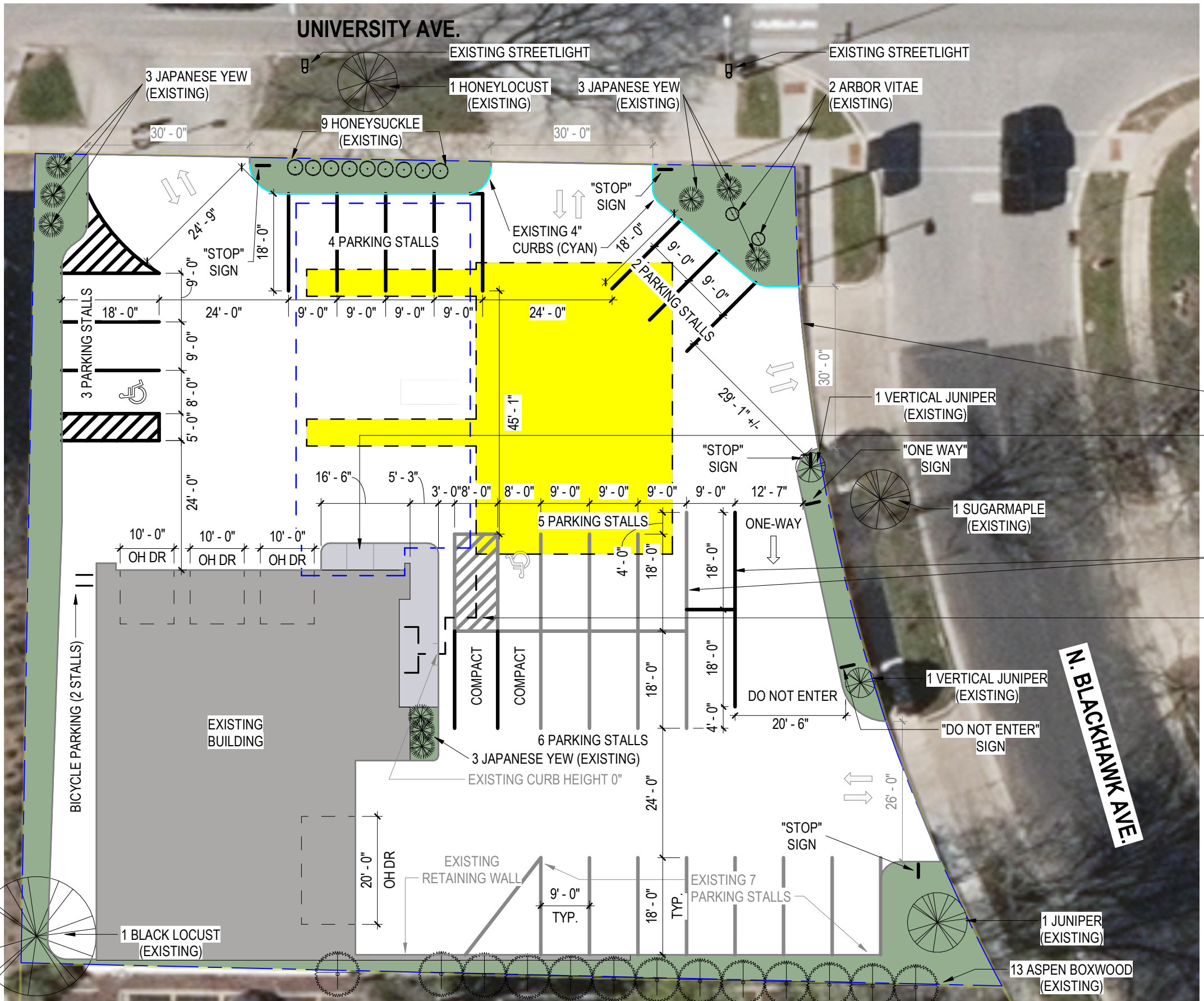
GENIN'S MOBIL OIL  
3505 UNIVERSITY AVENUE  
MADISON WI

**JD ASH**  
ARCHITECT  
4343 W. BELTLINE HIGHWAY  
MADISON WI. 53711  
PHONE 277-0877  
FAX 277-1240



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**EXISTING SITE PLAN**  
SCALE: 1" = 20'-0"



**PUMP ISLANDS AND UNDERGROUND FUEL TANK REMOVAL AREA. 2,280 SF.**  
 ENTIRE EXTENT OF PAVING REMOVED DURING DEMOLITION WILL BE REPLACED WITH ASPHALT PAVING.

EXISTING LANDSCAPING TO REMAIN

DRIVE UNDER CANOPY TO BE REMOVED. EXTENTS OF EXISTING CANOPY ROOF SHOWN IN BLUE DASHED.

**DISCLAIMER**  
 THE RIGHT-OF-WAY IS THE SOLE JURISDICTION OF THE CITY OF MADISON AND IS SUBJECT TO CHANGE AT ANY TIME PER THE RECOMMENDATION/PLAN OF TRAFFICE ENGINEERING AND CITY ENGINEERING DEPARTMENTS

EXISTING PARCEL BOUNDARY  
 EXISTING ACCESSIBLE RAMP TO OFFICE ENTRY  
 RECONFIGURED PARKING STALLS SHOWN IN SOLID LINES. EXISTING PARKING TO REMAIN PARKING STALLS SHOWN HALF TONED  
 EXISTING ACCESSIBLE ROUTE TO RESTROOMS (DASHED)

- LANDSCAPING (1,322 POINTS)**
- 16 CANOPY TREES (1200 POINTS)
    - ASPEN BOXWOOD (13)
    - HONEY LOCUST(1)
    - BLACK LOCUST(1)
    - SUGAR MAPLE (1)
  - 13 EVERGREEN SHRUBS (65 POINTS)
    - JAPANESE YEW (9)
    - VERTICAL JUNIPER (2)
    - ARBOR VITAE (2)
  - 9 DECIDUOUS SHRUBS (27 POINTS)
    - HONEY SUCKLE (9)
  - 1 EVERGREEN TREE (30 POINTS)
    - SPREADING JUNIPER (1)

**SITE PLAN - 23,257 SF**  
 SCALE: 1" = 20'-0"  
 0' 10' 20' 40'



1 NORTH ELEVATION - EXISTING  
E1 SCALE: 1/4" = 1'-0"



PAINTED STRIPES ARE 8" TALL EACH TO COURSE WITH BRICK UNDERNEATH

PAINTED STRIPES STOP AT SIGN.

NEW SIGNAGE. SEE ATTACHED SIGNAGE PLANS.

1 NORTH ELEVATION - REBRANDED  
 E2 SCALE: 1/4" = 1'-0"  
 0" 2' 4' 8'

### CONSISTENT COLORATION

**FLAT FASCIA BUILDING COLORATION**

**The Official Colors for the NAPA AutoCare Exterior Program**

NAPA Blue	PMS 123 Yellow	PMS 485 Red	PMS 428 Gray
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**Sherwin Williams Paint Equivalents**

# 5-GAL 7027 NAPA 7027	# 5-GAL 7020 NAPA 7020
PMS 485	PMS 123

2 NAPA EXTERIOR BRANDING STANDARDS  
 E2 SCALE: NTS



1 EAST ELEVATION - EXISTING

E3 SCALE: 1/4" = 1'-0"



1 EAST ELEVATION - REBRANDED  
 E4 SCALE: 1/4" = 1'-0"

### CONSISTENT COLORATION

**FLAT FASCIA BUILDING COLORATION**

**The Official Colors for the NAPA AutoCare Exterior Program**

- NAPA Blue
- PMS 123 Yellow
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- PMS 428 Gray

**Sherwin Williams Paint Equivalents**

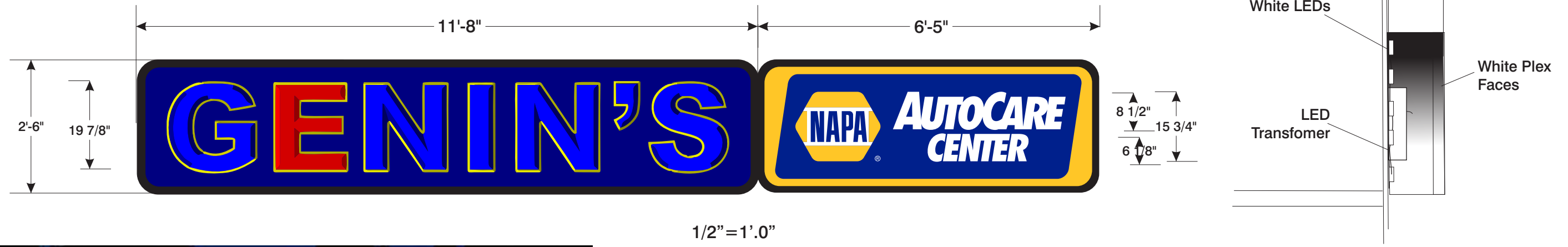
- # 5-GAL 7027 (NAPA 7027)
- # 5-GAL 7020 (NAPA 7020)
- PMS 485
- PMS 123

2 NAPA EXTERIOR BRANDING STANDARDS  
 E4 SCALE: NTS

1B North Elevation - New Cabinet Signs



1/4" = 1'.0"



1/2" = 1'.0"



■ Black Cabinet -Sides & Retainers	■ To Match Genin's Red	■ To Match Napa PMS Reflex Blue
■ To Match Genin's Blue	■ To Match Genin's Yellow	■ To Match Napa PMS 123C
<b>Wind Load Compliance Statement:</b> Withstand up to 75 MPH Winds	<b>Illumination Compliance Statement:</b> Internal LEDs Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Fabricated Aluminum Cabinets With White Acrylic Faces Covered w/ Translucent Color Film

Print to Scale on 11" x 17" Paper

**Ryan Signs, Inc.**  
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853

**GENIN'S AUTO CARE - 3505 UNIVERSITY AVE.**

SCALE: VARIES	APPROVED:
DATE: 6/22/19	Copyright 2020 by Ryan Signs, Inc.
REVISED:	DRAWN BY: KW
DRAWING NUMBER: 7091	

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature