



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 3715 E Washington Avenue
Application Type: Remodel of an Existing Restaurant Building in Urban Design District (UDD) 5
UDC is an Approving Body
Legistar File ID #: [75637](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Nathan Remitz, Patera | Chad Ellett, CRR of Reedsburg, LLC

Project Description: The applicant is proposing to remodel the existing Cousin's Subs restaurant, including painting existing masonry, some material updates to the roof and windows, as well as bringing the landscaping and lighting up to City code.

Project Schedule:

- UDC reviewed this proposal at their February 15, 2023 meeting. At that meeting, the UDC referred this item and requested additional information, including renderings or perspectives that show how the proposed parapet feature is integrated into the existing building/roof form, a photometric plan, and mounting detail related to the proposed LED band.

Approval Standards: The UDC is an **approving body** as the site is within Urban Design District 5 ("UDD 5"), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of [Section 33.24\(12\)](#).

Summary of Design Considerations

Staff advises that the UDC review the supplemental information provided and make findings related to the UDD 5 guidelines and requirements giving consideration to the following design considerations:

- Building Design.** As noted in the application materials, the applicant is proposing to paint the existing masonry and to introduce a new false-front architectural element on both the front (E Washington Avenue facing) and side (drive-thru) elevations. UDD 5 Building Design requirements and guidelines generally speak to maintaining harmony and compatibility in design and materials with existing, adjacent buildings. In some circumstances, the Commission has raised concerns regarding the painting of unpainted masonry. Staff requests the UDC review and make findings related to the proposed exterior building modifications, especially as they relate to creating a cohesive and/or complementary architectural expression. In this regard, staff's primary questions are regarding the successful integration and transition of the proposed architectural features and the overall application of the proposed exterior paint.
- Landscape Plan.** Staff requests the UDC review and make findings related to the UDD 5 Landscape guidelines and requirements, including those that speak to providing functional and decorative landscape that provides year-round color and texture, as well as proper edging and mulch.
- Lighting.** As noted on the elevation drawings, and LED light strip is proposed just under the coping of the proposed new architectural feature. UDD 5 Lighting requirements state that, "...the functions of exterior

lighting to illuminate building facades, especially those bearing business identification signs; to illuminate pedestrian walks and spaces; and to illuminate parking and service areas,” and that lighting shall relate to these functions, and be adequate but not excessive. Staff requests the UDC review and make findings related to the UDD 5 Lighting requirements and guidelines, especially as it relates to the proposed LED light strip.

The applicant is advised that prior to final sign-off and building permit issuance, a lighting plan in general compliance with MGO 29.36 will be required to be submitted. The lighting plan submitted will need to be updated to show the average light levels in the onsite parking areas (1.5 footcandles), and driveway and pedestrian areas (2.5 footcandles), as well as the maximum uniformity ratio of 5:1.

- **Signage.** While signage is shown on the building images and elevations included in the submittal materials, the review and approval of signage is not part of this application request. The applicant is advised that a separate review and approval is required for all signage. In addition, as shown on west building elevation, there is a new wall sign that appears to be painted on the exterior of the building wall. Such signage is not permitted in the Sign Code.

Summary of UDC Discussion and Comments

As a reference, the Commission’s comments from the February 15, 2023, meeting are provided below:

- The parking lot is in horrible shape. As part of this renovation, will the parking lot be resurfaced? The retaining wall at the front sidewalk along E Washington Avenue is crumbling and falling apart, is this part of your responsibility to address?
 - The entire parking lot will get resurfaced, along with significant landscape installation and upgrades. There will be landscaping around the building, perimeter landscaping, and replacement of the old wood retaining wall north of the building with a keystone block wall. A neighbor in a single-family home to the south asked for upgraded landscaping along the shared property line, so we will replace another wood retaining wall there with a keystone block wall and add additional landscaping for privacy and to create a better transition between the commercial property and their home. All parking lot lighting will also be updated. There is no intent to update the existing retaining wall at the street, which may be on the City’s right-of-way. I’m not positive it is our wall to modify.
- The front retaining wall is breaking down and it looks like the concrete bumpers in the parking stalls have been pushed into it and knocked it down. Maybe you could work with the City to see if it can be fixed. It would be a shame to have to look past the crumbling wall to see the nice new renovations.
- Glad to see new plantings. I can live with stone mulch at the back of the building, especially within the fenced area with AC units and grudgingly with the rest of the back wall leading up to the drive thru menu board, but I hope that on the west side of the building you will use bark mulch because having plantings in a narrow bed against a masonry wall is a tough environment where they would benefit from bark mulch.
- Is the owner okay with keeping the existing brick? It looks like nice brick—is it in good shape or is there an aesthetic reasoning to paint it?
 - The objective is aesthetics, to lighten the stone up. There will be new whitewash and a darker gray color over the brick with a main objective of providing more focus on the new main wood feature wall. The existing brick is in decent condition.
- It looks like nice brick and feels like a waste to paint it because you’ll always be fighting blistering. I don’t know if the Daltile product is tile or stone, but maybe you could find something that pulls out the colors of the brick. I would be in favor of keeping the brick in its natural color.
- Looking at the elevations, are we comfortable with the clipped gable roof of the existing building vs. the parapet detailing of the remodel? We don’t see the other perspectives, but I’m concerned that it looks

really added on or pasted on. Maybe keeping the brick color and finding a material on that parapet addition that's complementary will help achieve success.

- We also need to look at the proposed LED strip light under the coping. Per UDD 5, lighting should be adequate but not excessive. Again, we want a cohesive and complementary expression of building material transitions. There is no photometric plan. Do we know the color of the lighting?
 - We tried to match the parking lot lumens and LED color, so it will look similar to the new LED parking lot lighting. It will be a white light to create a halo effect on the building, it is not substantially bright.
- I had similar questions about the roof and parapet, we can't tell from the renderings how they will interact. I like how the rendering looks, but at the elevations I know something is back there but don't know how they will work together. It is difficult when you get one angle and that's all you have to go off of, we don't know how they will really look. Same with the LED portion of the coping, I don't mind it but I also don't know if it really works. I can't tell how deep that is and whether it is really a glow or worth having if it is that far inset. More information would be helpful.
- I don't mind the painted brick, but I understand the comments on the difficulty of maintaining it.

ACTION:

On a motion by Arnold, seconded by Braun-Oddo, the Urban Design Commission **REFERRED** consideration of this item to a future meeting date. The motion was passed on a unanimous vote of (6-0).

The motion noted that the applicant shall provide additional renderings or perspectives that show how the proposed parapet feature is integrated into the existing building/roof form, a photometric plan, and mounting detail related to the proposed LED band.