



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

Urban Design Commission





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. These proposed changes will help the business maintain success long into the future. 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.
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.

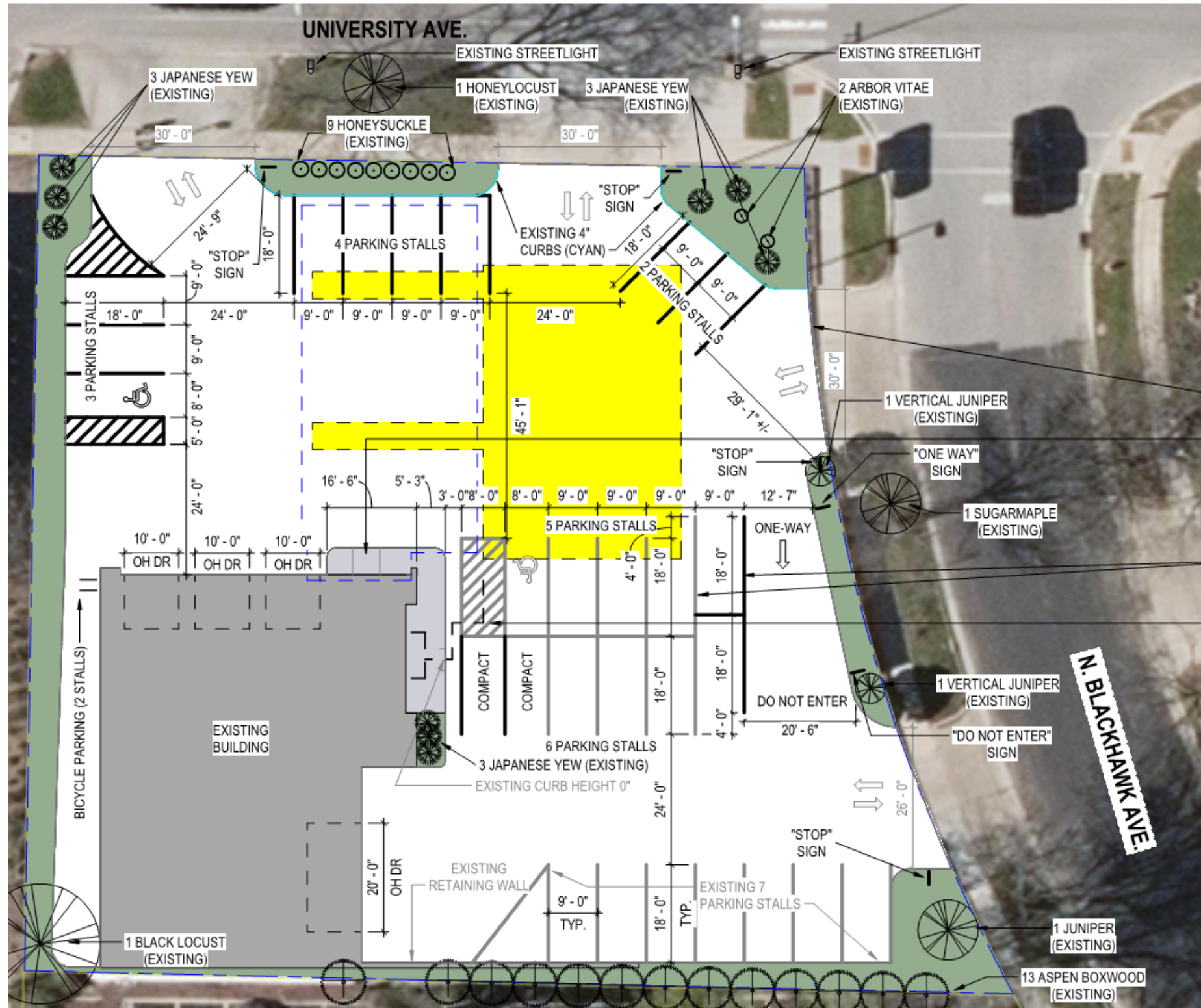
Overview



Project has two objectives:

- 1) Removal of the fuel tanks, pump islands, pumps, and associated fuel station canopy.
- 2) Rebrand the existing auto repair building to better align with Napa AutoCare design guidelines.

Site Plan



1. Existing landscaping to remain.
2. Area of underground tanks and pump islands being removed shown in yellow.
3. Additional parking added for auto care customers. Layout provides maneuvering space for tow trucks.
4. Maintaining all 4 existing curb cuts due to:
 1. Tow truck maneuvering on site is safest for pedestrians if truck does not need to turn around within the parking area.
 2. Financial burden of closing curb cuts is beyond property's financial ability at this time.

Existing North Façade (University Ave.)



CONSISTENT COLORATION

FLAT FASCIA BUILDING COLORATION



The Official Colors for the NAPA AutoCare Exterior Program



Existing façade does not align with Napa AutoCare brand guidelines (shown to the left).

Rebranded North Façade (University Ave.)

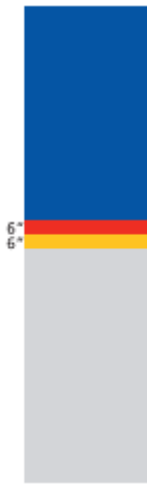


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NEW SIGNAGE. SEE ATTACHED SIGNAGE PLANS.

Proposed façade changes better align the building with Napa AutoCare design guidelines (shown to the left) through painting of the building and revised signage.

Existing East Façade (Blackhawk Ave.)



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NAPA Blue

PMS 123 Yellow

PMS 485 Red

PMS 428 Gray

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