



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 2302 Commercial Avenue  
**Application Type:** Major Exterior Alterations to an Existing Building in Urban Design District (UDD) 4  
**UDC is an Approving Body**  
**Legistar File ID #:** [83452](#)  
**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** Tim Hughes, Alliance Construction & Design

**Project Description:** The applicant is proposing to construct an approximately 2,000 square-foot addition to the existing building to add two vehicle service bays to the existing Enterprise Rent-A-Car facility. The applicant is also proposing to update landscaping along street frontages and interior parking lot.

**Approval Standards:** The UDC is an **approving body** on this request. The site is located in Urban Design District 4 (“UDD 4”), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section [33.24\(11\)](#).

**Adopted Plans:** The project site is located within the [Emerson East Eken Park Yahara Neighborhood Plan](#) (the “Plan”) planning area, in close proximity to Focus Area 8, Commercial Avenue/North Street Commercial Node, which includes the commercial uses surrounding the intersection of Mayer and Commercial Avenues. The Plan recommendations for this area generally speak to beautification and branding of neighborhood gateways/entrances, including considerations for public art installations, wayfinding signage, improved landscape and screening of back-of-house uses, streetscape furniture and bus shelters, etc.

**Zoning Related Information:** The project site is zoned Neighborhood Mixed Use (NMX). Staff notes that while MGO, 28.060, outlines design standards for development in all mixed-use and commercial zoning districts, the applicant is encouraged to work with the Zoning Administrator to determine the applicability of such design standards, which are applicable to all major expansions of 50% or more of the building floor area.

As proposed, these standards do not appear to be applicable, however ultimately the Zoning Administrator will determine applicability and conformance.

## Summary of Design Considerations

Staff recommends that the UDC review the development proposal, provide feedback and make findings regarding the aforementioned standards related to the design-related considerations noted below.

- **Building Design and Composition.** UDD 4 Building Design guidelines and requirements generally speak to designing with a sensitivity to context, avoiding large unbroken facades, utilizing four-sided architecture, etc. Staff requests the UDC provide feedback and make findings on the overall building design and composition resulting in a cohesive architectural expression, giving consideration to minimizing/screening blank walls, simplifying the roof configuration and utilizing the same level of design/detailing across all elevations, especially the roof end gable of the addition.

- **Landscape.** As indicated on the landscape plan, landscape improvements are proposed along the Packers Avenue and Mayer Avenue street frontages, as well as along the northwest side of the proposed building addition and interior parking lot. The UDD 4 Landscape guidelines and requirements state that landscape shall be used for functional as well as decorative purposes, including framing views, screening uses and unattractive features, complementing architecture, plantings should provide year-round color and texture, all beds should be edged and mulched, etc.

Staff requests the UDC's feedback and findings on the proposed landscape plan and plant schedule, appropriateness of screening, as well as the use of stone mulch.