



March 3, 2023

**RE: UDC approval \*\*Response from 2/15/23 UDC comments\*\*:**  
Cousins Subs Remodel – Madison  
3715 E Washington Ave  
Madison, WI  
PATERA, Project Number **22-520**

This submittal is in response to comments made at the previous UDC meeting held on 2/15/2023.

#1: The committee was questioning painting the existing brick material. The development of our exterior design is to provide a revitalized remodeling program that reflects our brand values and provides a cost effective solution for our franchise partners. Our intent is to include authentic and natural elements that would complement the warmth you find on the interior of our spaces. The wood tile and wood door element will bring warmth to the exterior while the painted brick would not only provide contrast on the building but is a cost effective solution that transforms the exterior. The existing red/brown brick color does not work with the new finishes. The "wood" feature wall is an important material selection to maintain branding standards across other franchise locations.

#2: The committee questioned how much of the existing roof would be visible behind the new "wood feature" parapet wall. A second rendering has been submitted showing the other side of the building, in a dusk scene. The roof will be visible and will also have new dimensional asphalt shingles installed. In addition, we have also submitted actual photographs from other completed buildings, of the same prototype building. These were taken at eye level and will be very close representations to this Washington Ave. location. See photos #1 - #3.



**Photo #1 of completed remodel of Brown Deer, WI location.**

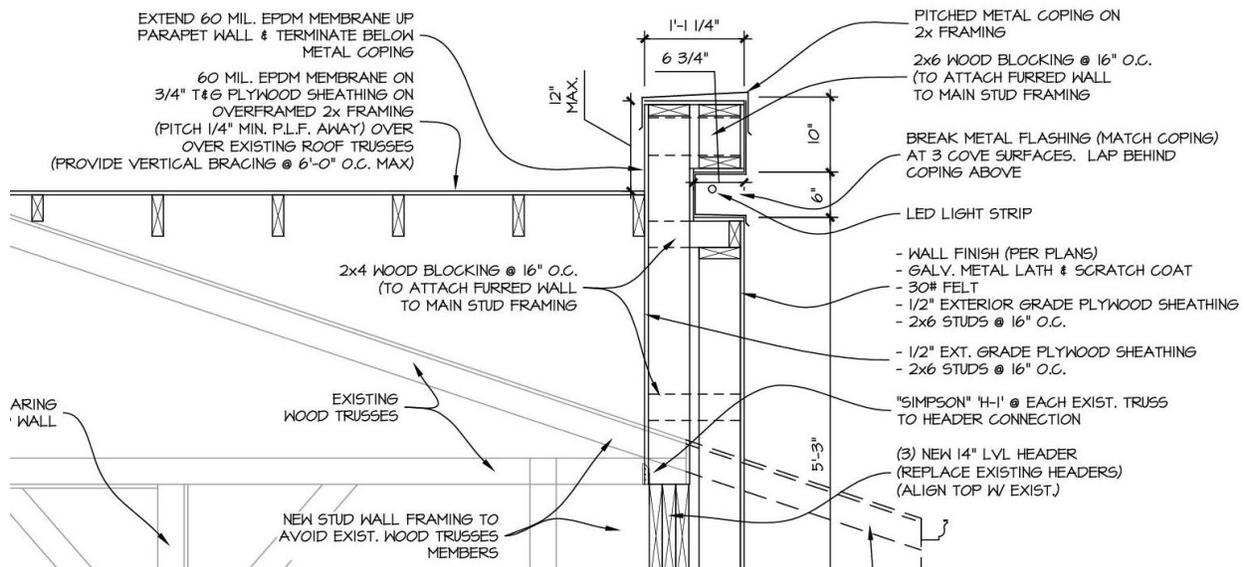


**Photo #2 of completed remodel.**



**Photo #3 of completed remodel.**

#3: The committee questioned the LED light cove and the amount of light it would produce. Included with this submittal are the cut sheets for all new outdoor light fixtures. The intent of the LED light cove is to produce a warm glow accent light. The new rendering submitted is set in a dusk scene to better show the building outdoor lighting. The updated Civil drawings also has a parking lot photometric plan. All existing light poles will be replaced with full cut off LED fixtures. No new light poles are proposed. Figure 1 shows the construction detail for the building LED light cove.



**Figure 1: Light Cove Detail**

#4: The committee requested wood bark mulch as much as possible. Landscape beds have been noted to reflect this request. Existing stone mulch remains at the south side of the building only.

#5: The committee requested the existing block retaining wall along north property line, at the sidewalk. It is not proposed to replace this wall at this time. This wall is in decent shape yet. However, any deteriorated or missing cap blocks will be replaced as needed.

Below is a digital material sample board:

---

## EXTERIOR FINISHES

---

### EXTERIOR SPECIFICATIONS

#### PAINT

##### EP-2



Manufacturer: Sherwin Williams  
Color: Black Fox  
Color Number: SW7020  
Finish: Satin  
Location: Building accent / Building Base

##### EP-3



Manufacturer: Benjamin Moore  
Color: Lacey Pearl  
Color Number: 2108-70  
Finish: Satin  
Location: Overall Building Color

#### WALL TILE

##### WT-1A



Manufacturer: DalTile  
Product Line: Acacia Valley  
Color: Ark  
Size: 9x36 AV14  
Grout: Custom Build Product #52 Tobacco Brown  
Location: New entry element

#### ROOF

##### R-1B (Architectural Asphalt Shingle Roof)



Manufacturer: Atlas Roof Shingles  
Product: Pinnacle Pristine  
Featuring Scotchgard  
Color: Oyster  
Location: Building Roof



Figure 2: Proposed rendering, view of North & East walls



Figure 3: Dusk Scene with conceptual lighting and building façade / site updates, view of North & West walls.



**Figure 4 Proposed rendering, view of South & East walls.**

Sincerely,  
Nathan Remitz A.L.A.  
Architect / Partner

---