



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 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.

**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 requests that the UDC review the proposed development 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 situations, 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.** As noted on the plans, landscape improvements are proposed. 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. While a photometric plan was not provided, staff requests the UDC review and make findings regarding the proposed LED light strip. The applicant is advised that a photometric plan, fixture cutsheets and mounting details, consistent with MGO 29.36, will be required for all new light fixtures as part of the Site Plan Review process.