



## UDC MEMO Planning Division

Department of Planning & Community & Economic Development

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**TO:** Urban Design Commission  
**FROM:** Janine Glaeser, UDC Secretary  
**DATE:** October 3, 2018  
**SUBJECT:** ID 52902 (UDC) – 3729 & 3737 E. Washington Avenue – New Development of a Discount Tire Located in Urban Design District No. 5.; 17th Ald. Dist.

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The applicant, Todd Mosher of raSmith and Becks Enterprises of Dane County, LLC, is before the Urban Design Commission (UDC) requesting final approval to construct an approximately 10,200 square-foot “Discount Tire” auto repair facility at 3729 and 3737 E. Washington Avenue. The site is zoned CC-T (Commercial Corridor–Transitional District) and is located in Urban Design District (UDD) #5. Two existing buildings located on the 1.52-acre parcel will be demolished.

### Schedule

The **Plan Commission** is scheduled to review the demolition permit and conditional use requests for this project at its **October 15, 2018 meeting**. The proposed business is considered an “auto repair station” as defined by the Zoning Code, which is a conditional use in the CC-T zoning district.

### Approval Standards

The UDC is an approving body on this request. The site is located in Urban Design District 5 (“UDD 5”), 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(12).

### Project Description

The applicant is requesting demolition of the two existing vacant commercial buildings to construct a one-story, approximately 10,200 square foot Discount Tire store with new parking and landscaping on a 66,397 square foot lot. Direct access to the site is provided onto E. Washington Avenue from two existing driveways.

### Recommendation

The Planning Division is requesting that the UDC provide design related feedback for the proposed Discount Tire store. The land use components for this conditional use request will be reviewed at the October 15, 2018 Plan Commission meeting.

- Building entry/orientation toward the street: The Zoning Code requires that all new buildings in a commercial or mixed-use district have a functional entrance oriented to an abutting public street. Additional entrances may be oriented to a private street or parking area. The plans shall be revised to show at least one of the two entry doors to the lobby area facing E. Washington Avenue.
- Pedestrian access: The site plan shows a two-legged pedestrian path from the public sidewalk extending through the parking lot. Staff recommends that a more direct route be provided from

the public sidewalk to the walkway along the front elevation, and that a wider sidewalk be provided along the front wall of the store to receive pedestrians in light of the relocated entry door(s) required in the previous bullet.

- Façade composition and exterior building materials: The exterior of the building is proposed to be clad primarily in split face block and brick, with an EIFS cornice and accent band. The Zoning Code allows the proposed use of EIFS as an accent/trim material. However, the UDC should comments on the appropriateness of the exterior composition and the building materials proposed.
- Impact on adjacent residential properties – site lighting and building lighting, screening
- Parking layout and relation to E. Washington.
- Proposed signable area locations and relationship to building architecture.