



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 3505 University Avenue  
**Application Type:** Façade Alterations for Rebranding Auto Service Station in UDD No. 6 – Initial/Final Approval is Requested  
**Legistar File ID #** [62144](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Austen Conrad, Strang, Inc./Rick Genin, Genin’s AutoCare

**Project Description:** The applicant is seeking initial/final approval on façade alterations for rebranding an existing auto service station.

**Project History/Schedule:**

- This request has been submitted concurrently with a conditional use “Minor Alteration” that is being reviewed by City agencies. In regards to UDD 6 design review, the Secretary has not approved this request administratively and it is been referred to the Urban Design Commission for review of exterior building and site changes.

**Design-Related Plan Recommendations:**

The property is within the [Hoyt Park Area Joint Neighborhood Plan](#) and the subject site is identified as part of the “Blackhawk Avenue Mixed-Use Node.” The plan acknowledges existing one story buildings can remain, though the plan includes more detailed recommendations to guide larger redevelopments. Further, the plan recommends maintaining mature vegetation, and promoting internal pedestrian circulation.

**Approval Standards:**

The UDC is an approving body on the development request. The development site is within Urban Design District 6 (UDD 6), which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of [MGO Section 33.24\(13\)](#).

## Summary of Design Considerations and Recommendation

Staff recommends that the UDC review the project against the requirements and guidelines of UDD 6.

Section 33.24(13)(c) of UDD 6 identifies “painting of unpainted existing unpainted structures” among the modifications requiring design review in this district. This request was not reviewed administratively as façade alterations that include the painting of unpainted brick have typically been reviewed by the Commission. Staff notes that staff and the UDC have historically raised concerns regarding the painting of unpainted brick masonry veneer. Staff also requests that the Commission gives careful consideration to the site and landscape plans as they relate to the standards.

In considering the applicable standards, staff notes the following UDD excerpts for reference.

**Building Design. MGO 33.24(13)(d)4**

*Requirements:*

- i. Exterior building materials shall be low maintenance and harmonious with those used on other buildings in the area.
- ii. Mechanical elements mounted on the roof or on ground pads shall be screened from views from adjacent properties and roadways in a manner consistent with requirements of public utilities.

*Guidelines:*

- i. The architecture of new infill buildings, additions to existing buildings and major exterior remodelings should be compatible with but not necessarily similar to that of existing adjacent buildings.
- iii. Large, unbroken exterior facades should be avoided.
- iii. All building elevations are of importance and should be carefully designed. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.

**Landscaping. MGO 33.24(13)(d)6**

*Requirements:*

- i. Landscaping shall be used for functional as well as decorative purposes, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architecture of the building.
- ii. In new developments, the quality of existing vegetation shall be assessed and integrated into the site planning and landscape design, when appropriate.

*Guidelines:*

- i. Landscape plans should include a selection of plants which will provide interest and color during the entire year.
- ii. Plant material should be hardy to this region and should be of sufficient size to have immediate visual impact. Canopy trees should be at least 2½ - 3-inch caliper when planted.
- iii. Plant material should be well-maintained, especially during the year following their installation when any dead plant should be replaced during the next planting season.
- iv. All planting beds should be edged and properly mulched.