

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 8, 2018

TITLE: 7050 Watts Road – Alteration to an Existing Development for “At Home-The Home Décor Superstore.” 1st Ald. Dist. (51106)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: August 8, 2018

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Rafeeq Asad, Cliff Goodhart, Michael Rosenblum, Christian Harper and Tom DeChant.

SUMMARY:

At its meeting of August 8, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of alteration to an existing development located at 7050 Watts Road. Registered and speaking in support was Tony Callaway, representing At Home. For the last 6 years At Home has transitioned and rebranded itself and is now one of the fastest growing retailers in the country, specializing in all types of home décor. They are operating in 28 states across the country. They have two types of stores: ground up brand new (1/3 of their stores), and second generation, what they are doing at this location. They go in and take it from dark or about to close, renovate and update it. They do not have an online presence; they provide a clean, well-organized store. From a site plan standpoint they have not planned to do anything to the site itself other than restriping the handicapped spaces related to their entry location, the existing landscaping needs to be updated and replaced. The biggest challenge for this property is the tearing off of canopies to achieve the entry house that is their brand. They will be removing the peaked roof elements. The use of EIFS at the bottom plane will be protected with a curb around the base that comes out about 4-inches. Typically they use three colors to establish their brand/identity. The existing building is 8x8 block with pilasters; they will add coating to reflect prototype colors. Kevin Firchow of the Planning Division remarked that from a Zoning standpoint the parking lot would have to be updated if the building changes were greater than 10%. The letters in their signage will be illuminated.

ACTION:

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

The motion requested the applicant to look into planting more trees in tree islands and improving the existing landscaping.