



Department of Planning & Community & Economic Development

## Planning Division

Heather Stouder, Director

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**TO:** Urban Design Commission  
**FROM:** Janine Glaeser, UDC Secretary  
**DATE:** January 10, 2018  
**SUBJECT:** ID 49797 (UDC) – 2025 Zeier Rd - Façade Alteration for “Ross Dress for Less”, 17<sup>th</sup> Ald. Dist.

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This project is being referred to the Urban Design Commission by the UDC Secretary for review of the proposed façade alteration design.

The applicant is seeking approval for a Minor Alteration to an existing Conditional Use for a new Ross Dress for Less retail space. The proposed renovation to an existing 13,838 s.f. tenant space in the East Town Plaza includes updates to the exterior main entry façade and a rear 8,162 s.f. addition.

### **Approval Standards**

The site is located in Zoning district Commercial Center (CC) and it is part of a Large Retail Development which requires that the Urban Design Commission to approve the proposed alteration project using the design standards and guidelines for Large Retail Developments. In addition, a Planned Multi-Use Site shall require conditional use approval following a recommendation on the design of any specific proposal by the Urban Design Commission.

### **Analysis of Standards for Approval**

The proposed project appears to meet most of the design standards for building alterations in a Large Retail Development pursuant to Section 33.24(4)(f) and Planned Multi-Use Sites pursuant to Section 28.137(2)(e) of the Zoning Code. There is concern regarding the façade alteration canopy material palette and composition as they relate to the existing context.

The Urban Design Commission shall affirm that the proposed facade alteration meets the Large Retail Development - Statement of Purpose, including the intent that the addition will enhance the urban fabric and be compatible with the existing development context.

Although signage will be part of a separate application, the currently proposed signable areas does not meet the current sign code, including allowable size and placement.