



## UDC MEMO

### Planning Division

Department of Planning & Community & Economic Development

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**TO:** Urban Design Commission  
**FROM:** Janine Glaeser, UDC Secretary  
**DATE:** September 5, 2018  
**SUBJECT:** ID 52854 (UDC) – 2164 West Beltline Highway – New Roof Element and Façade at the Main Entry for Steinhafel’s. 14<sup>th</sup> Ald. Dist.

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The applicant is seeking approval for a new roof element and façade entry at the main entry for Steinhafel’s. As part of the repair the applicant wishes to upgrade the existing façade to match their brand and modify sight lines to their main identification sign. Note, the request would lower the actual height of the parapet area from 144 to 141 feet, but increase the overall signable area as an architectural feature is being removed.

#### **Schedule:**

The UDC is reviewing the façade alteration on Sept. 5th, 2018  
The UDC will review the Alteration to a CDR on Sept. 26th, 2018

#### **Approval Standards**

The UDC is an approving body for this application. The site is part of a Large Retail Development which requires that the Urban Design Commission approve the proposed alteration project using the design standards and guidelines for a Planned Development and Large Retail Developments.

The proposed project must meet 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. When applying the requirements, the Urban Design Commission shall consider relevant design recommendations in any element of the City’s Master Plan or other adopted City plans.

#### **Design Considerations**

The Urban Design Commission shall affirm that the proposed alterations meet 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.

Changes include the following:

- A new roof replacement over the main entrance.
- A new EIFS skin to replace the translucent panels.
- Signage to be reviewed under a separate application (CDR Alteration on the Sept. 26<sup>th</sup> UDC Agenda.)

#### **Conclusion**

Planning Division staff note concern with the alterations and request the Urban Design Commission give careful consideration to the façade changes and the possible signable area that is being created with the enlarged EIFS field. While the actual signage would need to be approved as part of a separate application, the proposed modifications create a larger possible signable area. The application materials depict how compliant signage under current regulations would fit on the proposed façade and the applicant’s preferred option with larger, higher signage. This will require an Alteration to existing CDR.