

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** May 29, 2019

TITLE: 2201 Zeier Road – Conditional Use      **REFERRED:**

Alteration to an Existing Development for  
At Home. 17<sup>th</sup> Ald. Dist. (55697)

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

DATED: May 29, 2019

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Cliff Goodhart, Jessica Klehr, Tom DeChant, Shane Bernau, Christian Harper, Craig Weisensel, Syed Abbas, Lois Braun-Oddo and Rafeeq Asad.

**SUMMARY:**

At its meeting of May 29, 2019, the Urban Design Commission **GRANTED INITIAL APPROVAL** of an alteration to an existing development located at 2201 Zeier Road. Appearing on behalf of the project was John Taylor, representing Callaway Architecture.

Taylor reviewed the site that was once a Shopko store, showing existing site views and adjacent developments, and reviewing At Home’s image (house form) and color types. Planning and Zoning staff was concerned that the At Home team wanted to paint the brick on the building. The new site plan shows restriping on the parking lot with a realigned store entry and accessible ramps. The outdoor garden area will remain unchanged as asphalt once the structures are demolished. Bicycle rack parking will be added. The bottom portion of the building will be dark gray, light gray above with a white band in the middle in custom blended colors. The goal is to make this look like a new building. Taylor shared views of adjacent retail stores with similar color palettes.

The Commission discussed the following:

- The staff report says historically brick isn’t painted.
- We have, for instance where Lucille’s is, it was already partially painted and they couldn’t rectify that, so we approved them to paint the infill portion to match.
- The At Home we approved on the west side, it looks like only the front façade got painted but not the sides. It doesn’t look really great.
- I think they’re still painting it. That was previously painted masonry.
- There will be unpainted masonry right next to this.
- Are you going to do major renovation inside and change the lighting to above and beyond the code?
  - It will be upgraded to new lighting, the lamps and ballasts will be replaced. As for the fixtures inside we’ll replace all the tubes but we’re not changing completely redoing the lighting.
- That’s pretty sad.

- That's a huge energy savings.
  - They're fairly efficient fixtures now.
- LEDs make more sense, more businesses are going to LED.
- I'm not sure that's in our purview to require LED for the interior. We can make the recommendation.
- Are the houses EIFS?
  - That's correct. The houses are the most complicated thing about the entire construction process. They take the critical path because they take so long to build.
- This landscape plan is all currently existing? I question because there are six purple Ash trees which are sadly disappearing from our landscape around here due to an insect problem. My recollection here is similar to the west side – the parking lot islands were horrible, the plants died and were never replaced. We would expect that to be upgraded to exceptional standards.
  - Do you mean changing our plants or making them healthier?
- Having plants period. I don't want to see this going forward without upgrading at least what's there. If there's a parking lot island it needs to have plants on it.
- Give us live plants and no stone mulch.
- And a new landscape plan.
- We are reviewing the project to meet the standards for building alterations for large format retail...do they have to make updates to the site plan?
  - (Glaeser) Zoning is not requiring it because they aren't doing more than a 10% change to the building. But that means adding landscaping, you can look at what's there now or what should be there.
- The corner where the garden center is coming down is concerning to me to leave it as an asphalt pad. The vortex of that corner is going to collect garbage. Ideally it should become natural landscape again. Maybe an opaque nice looking fence around it?
  - If you had a choice would you have a screening fence or turf?
- I would prefer to have something green with an opportunity for some trees, but we would want to have it maintained.
  - At Home is very strict about maintaining their property. Your point is well taken and I'll see what I can do.
- We need a plan one way or the other, with a preference for landscaping rather than not.
- I'm confused about what we're talking about. Nobody has mentioned the paint or the brick or the colors. We're talking about everything but the façade alteration. Personally I don't have a problem with it. How can you tell the brand they can do it on one side of town but not the other?
- That wasn't not brick work, it was split face block.
- This is not the kind of building we would normally be concerned about. Once you paint it there's no going back.
- (Glaeser) The caution is to be very clear in motions and comments having to do with painting exterior stone or brick or masonry. We want to be very clear about setting a precedent.

### **ACTION:**

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (9-0). The motion provided for the following conditions:

- Return with a landscape plan for the former garden center showing restoration of trees and tree islands that would have been required for approval when the center was new.
- Only have EIFS six-feet above the ground; use a higher quality material at the base.