



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4538 Verona Road
Application Type: Façade Alteration to a Previously Approved Conditional Use, Requesting Initial/Final
Legistar File ID # 54432
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Chris Fish, Stratford Sign Sales, 1781 Park Ave. Apt. 7, Plover, WI

Project Description: The applicant is seeing approval of a façade alteration, changing the previously approved black corrugated metal panel to purple and adding a gold EIFS perimeter band. This requires approval of a conditional use alteration as defined in 28.183(8).

Project Schedule: This project is being referred to the Urban Design Commission by the UDC Secretary.

Approval Standards:

The UDC is an advisory body for this application.

The proposed project must meet design standards for building alterations in a Large Retail Development pursuant to Section 33.24(4)(f), Planned Multi-Use Sites pursuant to Section 28.137(2)(e) of the Zoning Code, and the Conditional Use Standards of 28.183(6). 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.

Summary of Design Considerations

The façade modifications are separate from the sign and include the following: changing the previously approved black corrugated metal panel to purple and adding a gold EIFS perimeter band. The signage words will be reviewed separately under an Alteration to existing CDR application.

Conclusion and Recommendations

Planning Division staff does not support the façade changes and requests that the Urban Design Commission give careful consideration to the proposed modifications that create a “corporate branded facade”- a purple background with bright yellow band. Historically, Large Retail Developments have been encouraged to create a harmonious façade appearance, limiting corporate colors to signage and avoiding corporate branding colors on the façade materials.

The Urban Design Commission shall review and comment related to the applicable standards, keeping in mind the Large Retail Development - Statement of Purpose and whether the modification will be compatible with the existing development context.