



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2201 Zeier Road
Application Type: Façade Alteration/Conditional Use Alteration
Legistar File ID # 55697
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: John Taylor, Callaway Architecture

Project Description: Alteration to an approved conditional use, the applicant is seeking approval complete an adaptive re-use to incorporate its own merchandising brand at the former Shopko store.

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

Approval Standards:

The UDC is an advisory body for this application. 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 review the proposed alteration project using the design standards and guidelines for Large Retail Developments.

Summary of Design Considerations

In order to approve, the proposed project must be found to meet 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. 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.

Conclusion and Recommendations

Due to concerns, this item was not reviewed administratively by the UDC Secretary. During pre-application discussions, staff strongly discouraged the painting of unpainted masonry, as this has historically been a concern for both staff and the Urban Design Commission. Planning Division Staff recommends that the commission give careful consideration to the corporate colors added to character defining features, including the proposed painting of previously unpainted masonry brick.