



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 7050 Watts Road
Application Type: Alteration to a previously approved PD(GDP), Initial Approval Requested
Legistar File ID # [57488](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Daniel Stewart, 7050 Watts Rd., LLC/Michelle L. Burse, Burse Surveying & Engineering, Inc.

Project Description: The applicant is requesting Initial Approval for Major Alteration to an existing Planned Development Use (PD). The development team is only requesting approval of the General Development Plan (GDP) at this time and notes that there will be a future Specific Implementation Plan (SIP) at the time of development of the new lot. The specific zoning lot currently includes At Home stores (proposal no longer includes the Walmart property). The applicant proposes to divide the zoning lot’s parking area and add another lot with a commercial building. Staff understands the proposed building to be a one-story commercial structure.

Project Schedule:

- The UDC received an informational presentation for this proposal on October 2, 2019
- The Plan Commission is scheduled to review this item on February 10, 2020
- The Common Council is scheduled to review this item on February 25, 2020

Approval Standards:

The UDC is an advisory body for Planned Development zoned properties. The site is also 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 a Planned Development and Large Retail Developments.

The proposed project must meet design standards for Planned Development pursuant to Section 28.098(2) PD Approval Standards and 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.

Summary of Design Considerations & Plan Consistencies

The Planning Division has significant concerns regarding the loss of the existing landscape buffer to accommodate the new surface parking lot expansion. The original PD includes landscaped screening buffer between Watts Road and parking that roughly varies in depth from about 30’ at it’s narrowest point, up to over 80’ to the east. . This proposal removes a large portion of this Watts road landscaping buffer. In pre-application discussions, staff raised concerns regarding the removal of the existing buffer for the purpose of creating surface parking and a one-story commercial building. Planning Division staff have encouraged that future development maintain the approved buffer along the Watts Road Frontage.

Staff recommends the Commission review the proposal and provide feedback based on the applicable approval standards for a Planned Development and Large Retail Development and comments from the October 2nd Informational Presentation. The PD Zoning Statement of Purpose and Standards are attached. The Large Retail Development Statement of Purpose requires that the addition will enhance the urban fabric and be compatible with the existing development context.

October 2, 2019 UDC comments:

- Provide more information on proposed building orientation, i.e. entry location
- Provide site parking analysis that shows the existing parking per 1,000 s.f. and then when you add your building.
- Concerns regarding the amount of existing surface parking and adding more with this new box. It's going to take some creativity to make this work safely and must work with site access and front door.
- This whole area is really weak in terms of landscaping. We are looking extra hard to find way to alleviate all this surface parking with landscaping around it. We'll be holding you to a higher standard than what you might see in surrounding properties.
- We don't want to see the mature trees removed for parking
- Reinforce landscape island adjacent to drive on north side of site.