



Agenda Item #:	10
Project Title:	4702 Verona Road - Major Amendment to an Existing Planned Development (PD). (District 10)
Legistar File ID #:	81425
Members Present:	Cliff Goodhart, Chair; Wendy von Below, Marsha Rummel, Shane Bernau, Rafeeq Asad, Jessica Klehr, and Christian Harper
Prepared By:	Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of January 10, 2024, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a major alteration to a Planned Development (PD) to redevelop a former bank into a Starbucks coffee shop. Registered and speaking in support was Bill Brodzinski. They can utilize the 1,600 square foot building in its entirety, there is a drive-thru already built on site, and mature landscaping can remain. Renovation of the building will include painting the masonry. The major modification to the site as a whole is to move the access further north on Verona Road to provide for additional queuing for the drive-thru. The primary exterior modification will include removal of the bank canopy and replacement.

The Commission had the following questions for staff and the development team:

- Can you confirm this is a paint and not a coating?
 - I believe the original intent is a paint, it's just that narrow strip of red brick that runs along the building. I believe that is intended to be a paint.
- Would you be willing to look at something that is more of a system coating product that will have a longer life cycle than paint?
 - We've gotten feedback like that and addressed that with the folks at Starbucks.
- Sometimes those paints aren't as long lasting as maybe a Nichiha stain but you can still get the effect you want.
- I'm assuming you're trying to do as little as possible since this is an existing building?
 - Yes, that was the draw to the building.
- I'm thinking about Starbucks, when I go to coffee shops you don't really see these punched openings, it's more floor to ceiling that lets light in. It looks like the windows are higher than desk height.
 - I know what you're saying. There is a wall where we'll be adding a window but the intent is to keep the windows as they are.
- That would be my only comment, if you could make those bigger windows and lower to the ground, it would help with the experience.
- Even in that one area to the right of the big icon.
- The window you said they're going to add, I would put my money into enlarging the existing windows. You don't need to add a window into a hallway.
- You're right, they'd have to put a header in and everything else.
- Because it's a Planned Development it seems different. The drive aisle isn't in front of the building, I think that's good. I know it's not our purview, but why would a PD have only one allowed use?
 - That's the way the bank set it up. We learned that after acquiring the building.
- (Secretary) The drive-thru is already there, but in terms of these improvements, if this wasn't a PD a lot of these things would be done administratively. This is outside of the TOD, so we're left with what is on file in the PD and

it was written specifically for this bank and their use. Since this is a major amendment, it really is just for this user to locate here. The shift in access point was driven by Traffic Engineering to not interrupt the flow of traffic around the site, and for providing additional space in the drive aisle as well.

- Couldn't they have rezoned to something that would allow this?
- (Secretary) That's a good question. Ultimately, I don't know if that's possible here because it is a triangular shaped lot with multiple sides of frontage and makes it more difficult from a zoning perspective. They look for things to be compliant when they move away from Planned Development zoning.

Action

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.