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| <b>Agenda Item #:</b>      | <b>8</b>  |
| <b>Project Title:</b>      | 7401 Mineral Point Road - Planned Multi-Use Site, New Two-Story Commercial Building with Drive-Thru. (District 9) |
| <b>Legistar File ID #:</b> | 90918   |
| <b>Members Present:</b>    | Shane Bernau, Chair; Jessica Klehr, Davy Mayer, Nicholas Hellrood, Anina Mbilyni, David McLean                    |
| <b>Prepared By:</b>        | Jessica Vaughn, AICP, UDC Secretary   |

## Summary

At its meeting of April 15, 2026, the Urban Design Commission made an advisory recommendation to the Plan Commission to **APPROVE** a new two-story commercial building as part of a Planned Multi-Use Site located at 7401 Mineral Point Road. Registered and speaking in support was Brad Koning. Registered in support and available to answer questions was Steve Doran. Registered in opposition not wishing to speak were Nicholas Davies, and Austin Griesbach.

### Summary of Commission Discussion and Questions:

The Commission complimented the modern design, and asked why the white border is not more articulated on the one façade. This area would be accented with signage for the tenants.

The Commission asked about the previous proposal that included Raising Canes. Noting this is in TOD, which requires two stories, the Commission wondered if that was not a requirement, would it still be two stories? Based on market research, probably not.

Alder Pritchett asked about traffic mitigation, if the applicant has spoken with Traffic Engineering, stressing more work needs to be done related to the orientation of a future street. The Secretary noted that this will be evaluated at the Plan Commission, which is where traffic impacts are reviewed. Traffic Engineering has been part of the discussions. This body is focused on the building design and landscape versus mitigating adverse impacts.

The Commission discussed safe sidewalk termination for pedestrian traffic, proposing it gets shortened all the way up to Mineral Point Road to make sure pedestrians are visible to vehicle traffic.

The Commission asked about the drive-thru height, which is about 13-feet to the soffit, with an 8-inch difference at the wood siding on the second floor between the dark brown and the light brown.

The Commission talked about parking lot tree islands, noting the southernmost bay needs one, as well as the center bay of double bay parking. Ultimately that's a Zoning Code requirement. The Commission complimented the building's orientation, accommodation of pedestrians and accessibility.

The Commission noted that plant species selections could be improved: Stella D'Oro daylily should be swapped for a different daylily or something native such as coneflowers. The gray dogwood wrapping around between the drive-thru and Mineral Point Road is native and sturdy but not the most ornamental, it tends to sprawl, there are more aesthetically pleasing choices like a serviceberry or hawthorne. Suggest a canopy rather than ornamental tree on the east side of the private roadway, suggest a larger swamp white oak which is really urban tolerant. The mulch should be

changed to double shredded without the dye. Pursuant to some of the language in the West Area Plan, cross check the elevations with planting plans for taller material at the building foundation, such as Emerald arborvitae.

The Commission noted that the overall design works well. The commercial use needs storage space which explains some blank walls. Identifying a main façade has been a problem before, hopefully it doesn't end up being blocked windows on one side. The Secretary noted that the Zoning Code does regulate window glazing. The Commission could recommend a condition about maintaining the double-sided intent of the design and building, allowing for film to be applied to the windows, or having to come back to the UDC for additional review and approval.

The Commission noted this is an interesting design, and an interesting challenge taken on without a tenant in mind. The Commission discussed changes to this area and how people use shopping malls these days.

## Action

On a motion by Klehr, seconded by McLean, the Urban Design Commission made an advisory recommendation to the Plan Commission to **APPROVE**, with the following findings and conditions, which can be administratively reviewed:

The landscape plan shall be revised to:

- Incorporate tree islands in the southern-most row of parking and in the centrally located double bay of parking,
- Replace the Stella D'oro day lily with a different day lily or native flowering options (i.e., cone flowers),
- Replace the gray dogwood with another ornamental species (i.e., service berry or hawthorne),
- Replace the redbud tree with a true canopy tree (i.e., swamp white oak which is urban tolerant),
- Replace the bark mulch to a mulch that is not dyed,
- Screen the blank walls on the east and west elevations with taller plant material (i.e., emerald arborvitae) or bump up the height of the foundation plantings.
- The UDC finds that Conditional Use Standard 8, creating an environment of sustained aesthetic desirability, is being met.
- The UDC notes that the pedestrian connectivity in this area is a concern, not only internally to the West Towne Mall area, but externally to Mineral Point Road and the BRT and that the Plan Commission should review that in greater detail.

The motion was passed on a unanimous vote of (5-0).