



PREPARED FOR THE PLAN COMMISSION

Project Address: 330 East Wilson Street
Application Type: Demolition Permit and Conditional Use
Legistar File ID #: [33909](#)
Prepared By: Heather Stouder, AICP, Planning Division
Report Includes Comments from other City Agencies, as noted

Related Approvals

After referring the proposal at an earlier meeting, the Urban Design Commission granted *initial approval* to the proposal on July 9, 2014. The report from that meeting is attached. If the proposal is approved by the Plan Commission and can meet zoning requirements for the UMX District, it would need to return to the UDC for final approval at a later date prior to the issuance of demolition or building permits.

Addendum – Recent Project Changes

The revised proposal accommodates the same program in essentially the same building as was discussed in the staff report dated June 11, 2014, and the conditions of approval for the project remain unchanged. As reflected in the renderings on the following page, the relatively small changes can be summarized as follows:

Incorporation of display area in front of parking – The area in front of the first floor at-grade parking area has been changed to incorporate an approximately 30-inch deep display case behind windows, where the applicant proposes non-commercial signage in an attempt to better activate the street in this area. Several renderings of this area from different angles are included in the latest submittal.

Staff appreciates the applicant’s work to try to address concerns about the automobile parking area and its resulting lack of activity along much of the East Wilson Street facade. However, staff does not believe that the proposed solution adequately addresses the Downtown and Urban Design Guidelines, nor does it clearly comply with zoning requirements for the UMX District. While it may be the best alternative developed by the applicant’s design team, staff is concerned with the potential precedent that could be set with a shallow area for advertisements or displays in front of at-grade parking. Staff’s original recommendation that the parking area be removed or significantly reduced in order to allow for more usable first floor space remains.

Setback of first floor commercial space at corner – As per earlier comments by UDC members, the applicant has squared off the first floor of the building with the main entrance to the commercial space to provide more space for pedestrians. Upper levels extend above this area out to the angled property line.

Staff believes that this is a positive change, as it will allow for slightly more space for pedestrians just outside the corner entrance of the building.

Stair tower revisions – The stair tower has been squared off on top, and additional vertical glass has been provided. Staff is generally supportive of this revision, and looks forward to further input from the UDC on the stair tower, once it has been revised to meet zoning requirements regarding the size of the rooftop access area.

Building color – The proposed color of the metal panels is now a light grey, rather than white. Staff maintains that a contemporary brick building would be preferable in this location, but that light grey metal is an improvement over the white metal formerly proposed.

Loss of corner “solarium” – Consistent with comments by some UDC members, the glass solarium has been removed from the prominent southeast corner of the building, reducing the size of the corner units, and creating a “notch” in this part of the building. Staff would defer to the UDC on this detail.

Original Submittal



June 3 Revision



July 9 UDC Submittal



Conclusion

Staff believes that redevelopment of this parcel with a six-story mixed use building is appropriate, and consistent with the Downtown Plan (2012). However, despite continued efforts by the applicant to incorporate at-grade parking into the building, staff still does not believe that the resulting East Wilson facade can meet the Downtown and Urban Design Guidelines, as summarized in the original staff report. Further, subsequent analysis by the Zoning Administrator has shown that the proposal does not meet the zoning requirements in the UMX Zoning District with regard to the at-grade parking area.

Following the changes summarized in this addendum, staff maintains the recommendation that the project be approved by the Plan Commission, so long as the conditions of approval recommended in the June 11, 2014 staff report can be met. Alternatively, if the applicant indicates to the Plan Commission that the conditions of approval (particularly regarding the at-grade parking area) cannot be met, staff recommends that the Plan Commission place on file the requested demolition and conditional use request.