



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 302 South Gammon Road
Application Type: Initial / Final Approval
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The following project is before the Urban Design Commission (UDC) for initial/final approval.

Role of the UDC

This is the first proposed zoning map amendment application to the MXC (Mixed-Use Center) Zoning District in the City. This zoning district was included in the 2013 Zoning Code Re-write and was later amended in April 2016. A copy of the current Zoning District standards is attached.

The MXC zoning district is a master plan-based district. Prior to construction occurring, a master plan for the development must be approved by the Common Council. The UDC has two primary roles. First, the UDC must provide a recommendation to the Plan Commission on the master plan. Second, the UDC must approve the specific standards for building and site design. Such standards are in addition to the base design standards for all "Commercial and Mixed-Use" zoning districts. Once a master plan and development standards are approved, buildings could be developed in accordance with those standards. Unless necessary by other requirements (e.g. Large Format Retail), individual buildings would not return to Urban Design Commission for review or approval.

The Planning Division further notes that this request includes also conditional uses, which are scheduled currently with other aspects of this request to be considered by the Plan Commission on February 6, 2017. Among the approval standards are Conditional Use Standard 9 which states, in part:

When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for comment and recommendation.

Design-Related Comments

Plans for this development were previously before the UDC for an informational presentation on October 26, 2016. During staff's review of the project, questions were raised on the desirability of the perpendicular parking along the private drive and orientation of outward-facing HVAC grills/louvers. Other discussion points included the orientation and relationship of buildings between the street and the corner. More information on this discussion is available online at the City's Legislative File center under file [Legislative File 44779](#).

The Planning Division notes the following for the consideration of the UDC:

1. Master Plan Comments:

- **Perpendicular Parking.** The applicant has made alterations to the plans in response to previously raised concerns regarding perpendicular parking along the private drive. As noted in the October 2016 staff report, the Planning Division noted a preference for parallel parking in this area. The applicant has stated that perpendicular parking was of critical importance to the project's retail component and that the project would not move forward without this parking. While keeping much of the perpendicular parking in Phase 1, the applicant has incorporated other staff recommendations. First, the private-

street parking outside of the Phase 1 retail area has been converted to parallel stalls. Second, in the Phase 1 core retail area, landscape islands have been added and enlarged to divide the perpendicular parking into smaller bays. Staff believes this improves the pedestrian character of the area and provides enhanced crosswalks and allows for additional landscaping. While the Planning Division still believes that there are benefits to parallel parking in this area, staff can support the modifications as proposed.

- **Future Phase Building Size and Heights.** Section 28.066(3) requires the Master Plan label all minimum and maximum anticipated gross square footages for the overall District and its individual sites. This section also requires the minimum and maximum height of each proposed building within the District. While this information is detailed for Phase 1, future phases have less detail. Square footages for all phases are estimated on page 2 of the applicant's letter. In preparation of this report, staff requested further height estimates be provided and that information is attached. Staff notes that among the concerns raised by nearby residents are the heights and of some future-phase buildings.

2. Design Standards Comments

- **Design Standards.** The Zoning Code requires that any "Design Standards" for MXC Districts be approved by the UDC. These are intended to be more specific standards in addition to the Zoning Code's design standards for Commercial and Mixed-Use Zoning. The applicant has prepared an Appendix entitled "Design Guidelines." The applicant's intent is to establish a design-review board for this project in which such guidelines would be followed. While the establishing of such a review structure would not be in conflict with the Zoning Code, it does not replace the need to clarify enforceable standards that would apply to this project.

The Planning Division recommends the UDC incorporate the following modifications regarding the Urban Design Standards:

1. Provide Specific Design Standards. To minimally comply with the Zoning Code 28.066(3)(a)8-9, this document should be re-titled and clearly note that the Design Standards of Zoning Code 28.060 (and other standards) apply to this project. While this is discussed under the proposed guidelines, this should be clarified in a form approved by the Zoning Administrator, UDC Secretary, and Planning Division staff.
2. Add Standards for Private Street-Facing Facades. The Zoning Code currently has detailed standards for how buildings relate to public streets in regards to components such as glazing, entrance orientation, modulation, and articulation. As part of final sign-off, the Planning Division recommends that the revised Design Standards for this development note that Section 28.060, Subsections (a)–(k) shall also apply to building facades facing private streets. Final language to be approved by the Zoning Administrator, Urban Design Commission Secretary, and Planning Division staff.
3. Standards for HVAC Wall Penetration Screening. Staff also recommends that specific screening standards for HVAC units are incorporated into this text. As noted in the previous report, Building 5 includes several individual HVAC-grills/louvers that face private streets. As discussed with the applicant, the Planning Division has encouraged that these features be side-loaded or integrated into an architectural feature. As previously presented, the semi-opaque balcony screens were presented as the applicant's method for minimizing the appearance of these penetrations. If UDC concurs that this is an adequate screening method, staff recommends that specific requirements be incorporated to deal with this issue in an updated design standards document.