



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 7401 Mineral Point Road
Application Type: Planned Multi-Use Site, New Two-Story Commercial Building with Drive-thru
UDC is an Advisory Body
Legistar File ID #: [90918](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Brad Koning, Sketchworks Architecture | Steve Doran, Galway Companies

Project Description: The applicant is proposing the construction of a two-story commercial building with drive-through on a vacant parcel that is part of an existing Planned Multi-Use Site (West Towne Mall Area).

Project Schedule:

- The Plan Commission is scheduled to review this proposal at the April 27, 2026, meeting.

Approval Standards: The UDC is an **advisory body** on this request. Section 28.137(2)(e) of the Zoning Code requires that a planned multi-use site containing more than forty thousand (40,000) square feet of floor area and where twenty-five thousand (25,000) square feet of floor area is designed or intended for retail use or for hotel or motel use, shall require conditional use approval following a recommendation on the design of any specific proposal by the Urban Design Commission.

Staff note that while not part of the UDC’s purview, a conditional use is required for the proposed use. The Plan Commission is charged with evaluating the proposal for consistency with the conditional use standards, including those that speak generally to design. More specifically, Conditional Use Standard No. 8, which states,

*“...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.”*

Staff believe that that the UDC could reference this standard as part of the Commission’s evaluation of the proposal and ultimately the body’s recommendation to the Plan Commission.

Adopted Plans: The project site is located in the West Area Plan planning area (the Plan) planning area. The Plan includes design guidelines for the prominent retail and employment destinations, including the West Towne Mall area. Generally, those design guidelines speak to:

- Minimizing setbacks to create a consistent, engaging, and walkable street frontage,
- Incorporating changes in plane where materials transition,
- Minimizing blank walls, incorporating design elements to enhance the visual and pedestrian character of the street,
- Maintaining a positive building orientation to the street by locating main entrances so that they face the street and locate parking behind the building, and
- Encourage active uses at the ground level, including outdoor patios, dining, awnings, and display windows.

Zoning Related Information: The project site is zoned Regional Mixed Use (RMX). Within the mixed-use and commercial zoning districts there are general provisions related to building and site design that are intended to foster high-quality development. These standards are outlined in [Section 28.060](#), including those that speak to building and entrance orientation, façade articulation, door and window openings, and building materials.

In addition, the project site is located in the Transit Oriented Development Overlay (TOD) zone. New development with the TOD Overlay is subject to the requirements as outlined in [MGO 28.104](#), including those that speak to:

- Maximum principal building setbacks – At least 30% of the primary street facing façade (Mineral Point Road) shall be setback no more than 20 feet,
- Entrance orientation – Principal building entrances shall be orientated towards the primary abutting street (Mineral Point Road) and be located within the maximum setback (20 feet),
- Minimum number of stories – A minimum of two stories is required for a minimum of 75% of the building footprint, and
- Site standards for automobile infrastructure.

While as proposed the development **appears to meet** these requirements, staff notes that a complete Zoning analysis will be conducted as part of the Site Plan Review process. Ultimately, the Zoning Administrator will determine compliance with all applicable Zoning requirements.

Summary of Design Considerations

Staff recommend that the UDC provide feedback and make findings on the development proposal regarding the aforementioned standards as it relates to the design considerations noted below.

- **Building Design and Composition.** The project site is located along Mineral Point Road at a shared main entry point into a planned multi-use site that ultimately connects to the larger West Towne Mall Area. As such, the site and building will be visible on all sides and will have multiple “fronts”. Given the high level of visibility, consideration should be given to the overall design and composition in terms of creating a cohesive architectural expression, including using four-sided architecture and the same level of design and detailing across all elevations. Staff requests the Commission’s feedback and findings as it relates to the overall building design and composition.
- **Landscape and Screening.** As reflected on the landscape planting plan and plant schedule, it is primarily comprised of deciduous plant species. Consideration should be given to providing adequate year-round screening for the parking, drive-thru and refuse areas, including as it relates to providing a combination of both evergreen and deciduous species, as well as the size at the time of planting and quantities. Staff request the Commission’s feedback and findings on the proposed landscape plan and plant list.

Staff note and the applicant is advised that the proposed landscape plan **does not** appear to be consistent with MGO 28.142, “*Landscaping and Screening Requirements*,” including as it relates to development interior parking lot landscaping; a planting island shall be located at least every twelve contiguous stalls. Ultimately, the Zoning Administrator will determine Zoning Code compliance.

- **Signage.** Staff note and the applicant is advised that while signage is shown on the elevation drawings, signage is not a part of this review nor subsequent approvals. A separate review is required. The applicant is encouraged to work with Zoning staff to confirm whether the proposed signage complies with the [Sign Code](#).