



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 131 East Towne Mall
Application Type: Major Exterior Alteration to an Existing Building in a Planned Multi-Use Site
UDC is an Advisory Body
Legistar File ID #: [84396](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Nick Badura, Sketchworks Architecture, LLC | Guy Kitchell, Thrill Builders

Project Description: The applicant is proposing to paint the existing EIFS façade for a new entertainment venue located in the greater East Towne Mall planned multi-use site. As noted in the Letter of Intent, the new paint scheme existing elements, like the diamond pattern, will be painted over to result in the new concept. In addition, the existing light fixtures will be maintained. Site improvements are limited to the addition of bike parking.

Approval Standards: The Urban Design Commission (“UDC”) is an **advisory body** on this development 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. This application is currently being considered as an administrative amendment, not requiring Plan Commission review, pending the advisory recommendation from the Urban Design Commission. As such, the UDC is advisory to the Director of Planning (MGO 20.098(6)).

Pursuant to MGO [Section 33.24\(4\)\(f\)](#), *“Proposals for additions, exterior building alterations, or site alterations to existing structures currently used for, or originally designed to accommodate, a retail development that has a floor area of forty thousand (40,000) square feet or more shall be approved pursuant to the applicable ordinances relating to the alteration of approved projects and shall comply with these requirements to the extent possible, given the constraints of the existing sites and structures.”* As part of their review, the UDC should refer to Section 33.24(4)(f), which includes design related requirements for customer entries, pedestrian circulation, and central features and community spaces.

Adopted Plan Recommendations. The [Greater East Towne Area Plan](#) (2022) includes general design guidelines, but does not include specific recommendations related to painting or color considerations.

Summary of Design Considerations

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

- **Building Design and Composition.** As noted in the applicant’s letter of intent, decorative architectural elements such as the scored/etched diamond pattern and grid pattern in the EIFS facade, will be removed with the proposed paint scheme. However, it is unclear how deep the channels are and whether paint will actually eliminate those details. Staff requests the UDC’s feedback and findings related to the proposed paint scheme, not in terms of color, but in terms of where it terminates or transitions to the adjoining tenant spaces, crossing architectural details like doorways and frames, as well as the potential removal of etched/scored architectural detailing.