

April 2, 2018

Department of Planning & Community & Economic Development  
Planning Division  
126 S. Hamilton St.  
Madison, WI 53701

Re: Urban Design Commission Application  
7050 Watts Rd  
Madison, WI 5319

Please find enclosed the following documents to be distributed and used for the upcoming Urban Design Commission Review of this project.

14 sets of the Application with Exhibits (11 X 17)

- Aerial Vicinity Site Map
- Colored Elevations of the Exterior of the proposed Renovations to the building. These Elevations also identify by call out the specific colors and finishes.
- Existing Site Plan of the property from the original construction. No changes are proposed.
- Existing Grading/Topo Plan of the property from the original construction. No changes are proposed
- Existing Landscape Plan of the property from the original construction. No changes are proposed.
- Existing Utility Plan from the original construction. No changes are proposed.

At Home will be assuming the existing Sam's Property and performing an adaptive re-use to its own Merchandising Brand. At Home is a national Home Décor retailer with over 150 stores located throughout the continental United States.

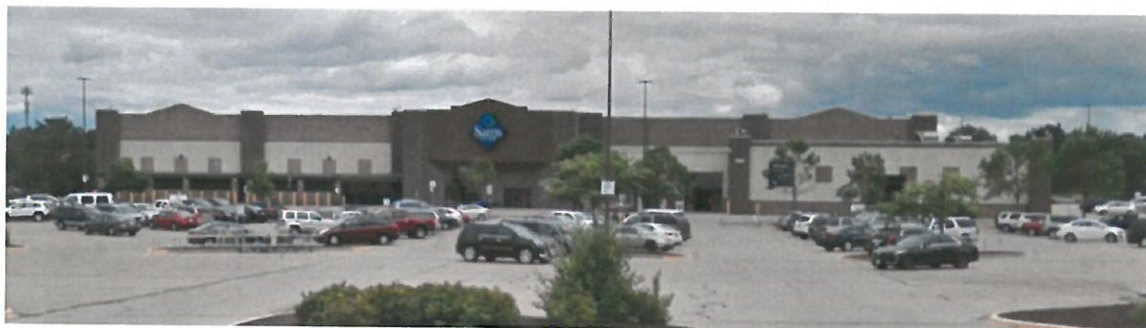
At Home, formerly "Garden Ridge", is based in Plano, TX and has been successfully promoting the brand through new construction and renovations such as the proposal here for Madison, WI. This expansion began four years ago with

the purchase of the former Garden Ridge and has gained momentum after the Initial Public Offering two years ago.

In 2014 the company re-branded, upgraded its product lines for a major National Expansion and formally changed its name to At Home. Over the next two years the company invested strongly in Market Research, Architectural and Graphic Design schemes and Branding in order to bring a completely new concept to the retail niche of Home Décor Products that it would serve. The result is what we present to the Madison, WI market in this store.

It is important, as an emerging retailer, to present a consistent and identifiable prototype image. This consistency will develop over the years into a brand recognition just as the iconic image of companies such as Target, Best Buy and others enjoy instant recognition within the consumer public for what they offer to the customer.

The At Home brand, as it relates to the image is represented in the “Entry House”. This element, which is a stylized gable construct defining the image of the brand, reflects the name and is proving itself, as reflected in the success of the retail operations. Important to the success of this branding image, and the visual strength of the “House”, is supported by the signage and the simple façade of the balance of the building.



The existing Sam's elevation of the building as shown here is a broad backdrop with the central entry and branding.





Callaway Architecture is please to have this opportunity to address the Urban Design Commission, and look forward to the presentation before the Urban Design Commission Meeting on April 25<sup>th</sup>.

Sincerely,



Hal Hofheins AIA

[hhofheins@callawayarchitecture.com](mailto:hhofheins@callawayarchitecture.com)



City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

1. Project Information

Address: 7050 Watts Rd., Madison, WI 53719

Title: At Home - The Home Decor Superstore

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested April 25, 2018

☐ New development ☒ Alteration to an existing or previously-approved development

☐ Informational ☐ Initial approval ☒ Final approval

3. Project Type

☐ Project in an Urban Design District

☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

☐ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

☐ Planned Development (PD)

☐ General Development Plan (GDP)

☐ Specific Implementation Plan (SIP)

☐ Planned Multi-Use Site or Residential Building Complex

**Signage**

☐ Comprehensive Design Review (CDR)

☐ Signage Variance (i.e. modification of signage height, area, and setback)

**Other**

☒ Please specify

Minor Alteration to Site Plan / Facade Change

4. Applicant, Agent, and Property Owner Information

Applicant name	Brandon Colby	Company	At Home
Street address	1600 E. Plano Pkwy	City/State/Zip	Plano, TX 75075
Telephone	(972) 265-1309	Email	BColby@athome.com
Project contact person	Hal Hofheins	Company	Callaway Architecture
Street address	1207 Hampshire Lane #105	City/State/Zip	Richardson, TX 75080
Telephone	(469) 680-9755	Email	hhofheins@callawayarchitecture.com
Property owner (if not applicant)	At Home		
Street address	1600 E Plano Parkway	City/State/Zip	Plano, TX 75075
Telephone		Email	



5. Required Submittal Materials

- ☐ Application Form

☐ Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

☐ Development plans (Refer to checklist provided below for plan details)

☐ Filing fee

☐ Electronic Submittal\*

} Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser, Jenny Kirchgatter, Colin Punt on February 15, 2018.

2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name At Home Relationship to property Property under Contract for Purchase

Authorized signature of Property Owner Date April 2, 2018

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 *(per §35.24(6) MGO).*

☒ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 *(per §33.24(6)(b) MGO)*

☐ Comprehensive Design Review: \$500 *(per §31.041(3)(d)(1)(a) MGO)*

☐ Minor Alteration to a Comprehensive Sign Plan: \$100 *(per §31.041(3)(d)(1)(c) MGO)*

☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 *(per §31.041(3)(d)(2) MGO)*

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:
  - Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
  - Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
  - Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
  - Planned Multi-Use Site or Residential Building Complex



## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**



URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

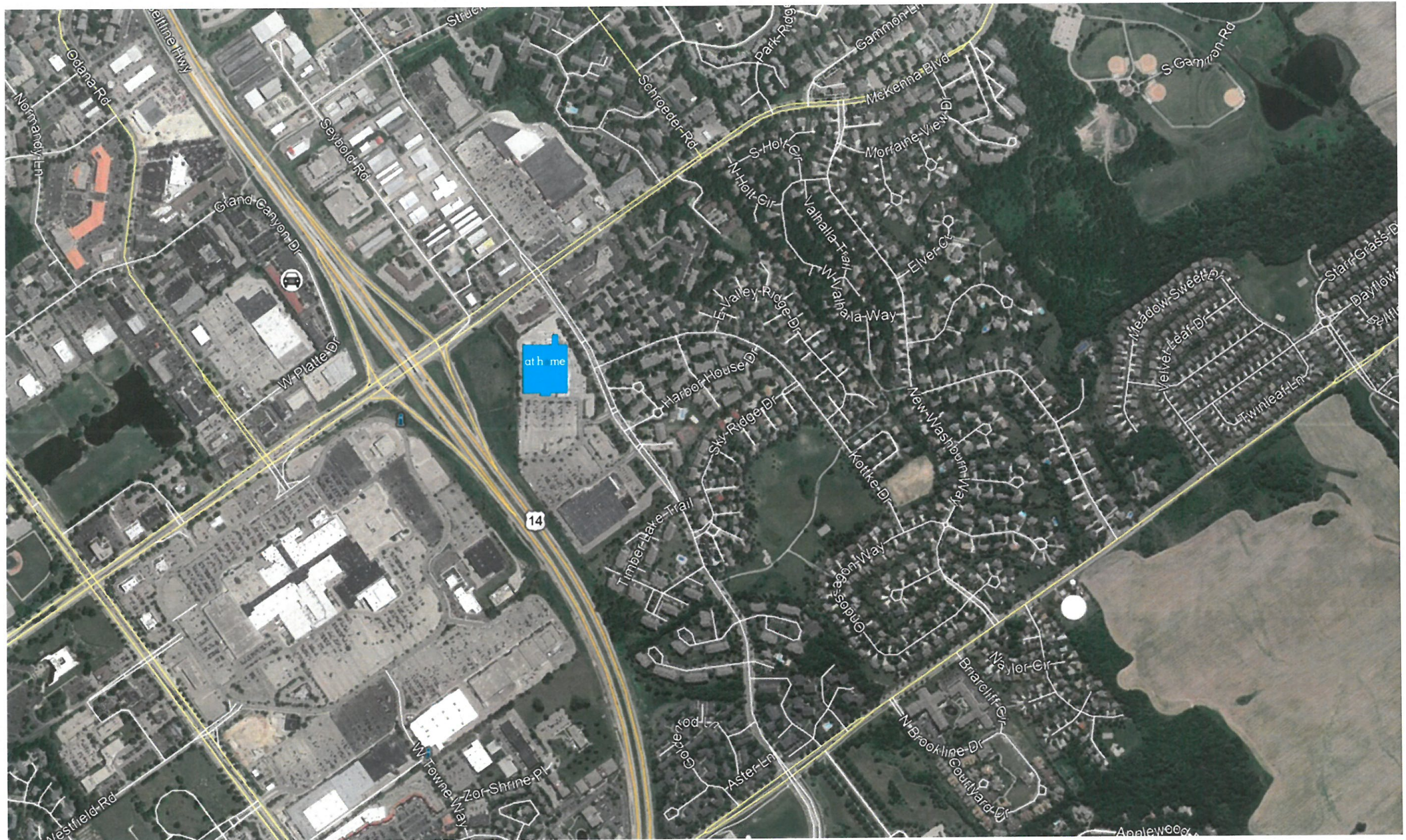
All the requirements of the Initial Approval (see above), plus:

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



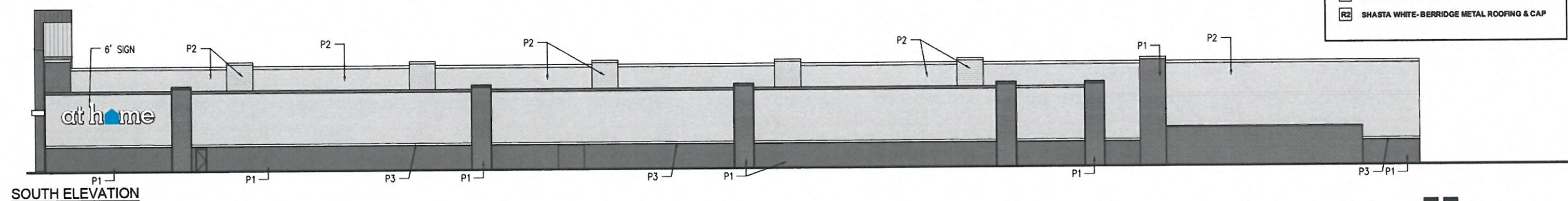
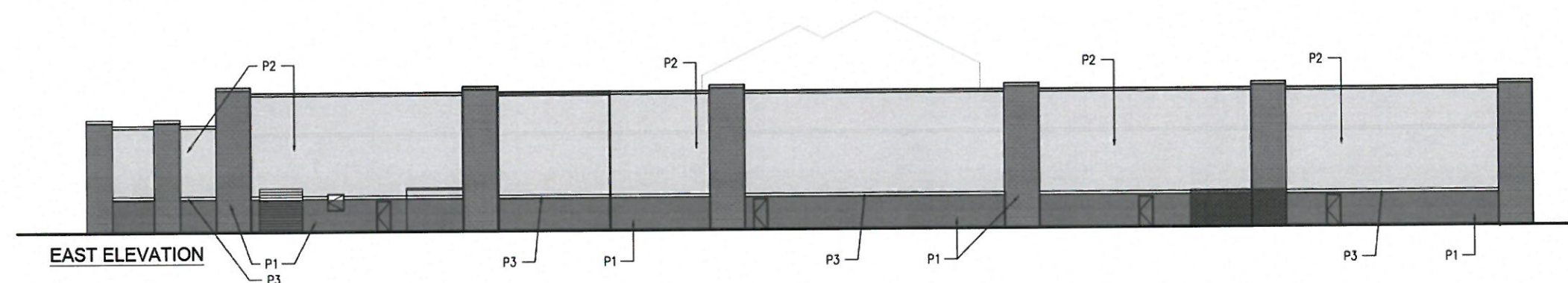
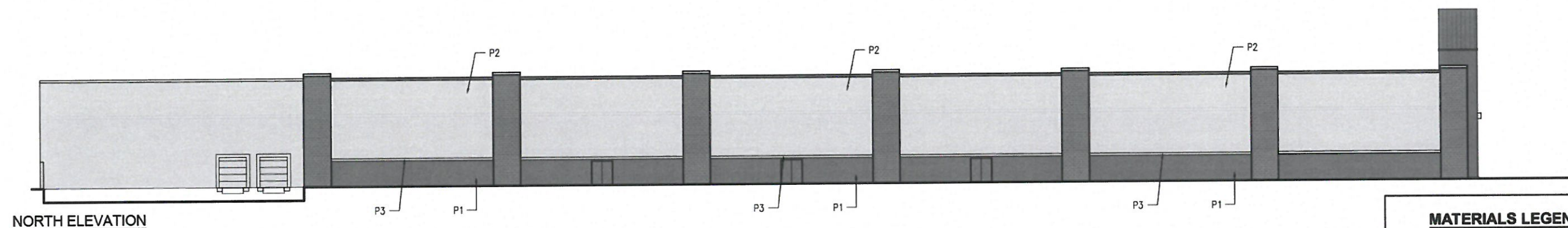
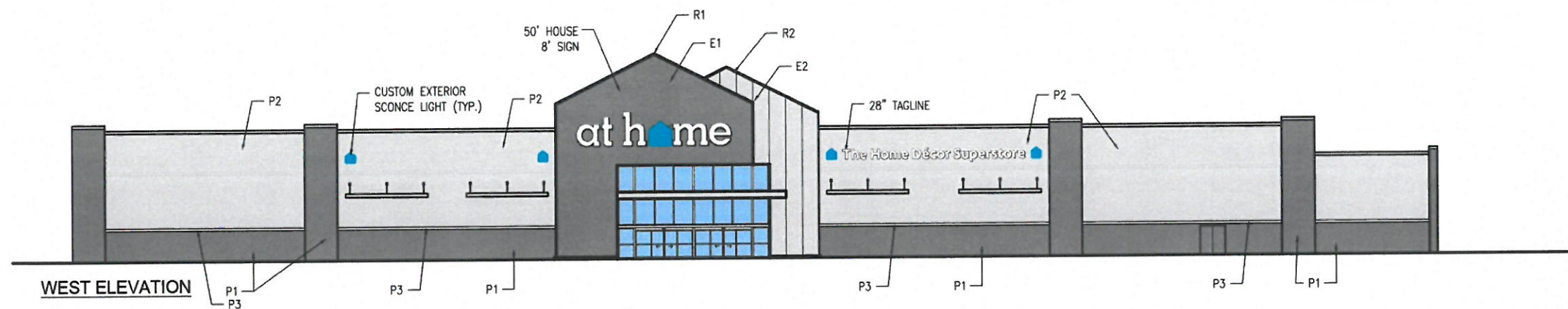




**MATERIALS LEGEND:**

- A1** ALUMINUM- STOREFRONT (CLEAR ANODIZED FINISH)
- A2** ALUMINUM - BREAK METAL (TO MATCH STOREFRONT)
- A3** PREFINISHED METAL COPING  
(BERRIDGE METAL - SHASTA WHITE)
- E1** EIFS - SAND FINISH (COLOR MATCH "AT HOME"  
EXTERIOR DARK GRAY)
- E2** EIFS - SAND FINISH (COLOR MATCH "AT HOME"  
EXTERIOR JENISON GRAY)
- E3** EIFS - SAND FINISH ("AT HOME" SW 7551 GREEK VILLA)
- F1** FORM LINERS - 8"X16" SPLIT FACE BLOCK PATTERN  
(COLOR MATCH "AT HOME" EXTERIOR DARK GRAY)
- G1** WINDOW GLAZING - LOW-E TEMPERED, CLEAR
- P1** "AT HOME" EXTERIOR DARK GRAY
- P2** "AT HOME" EXTERIOR JENISON GRAY
- P3** "AT HOME" SW 7551 GREEK VILLA
- R1** ZINC GREY- BERRIDGE METAL ROOFING
- R2** SHASTA WHITE- BERRIDGE METAL ROOFING & CAP

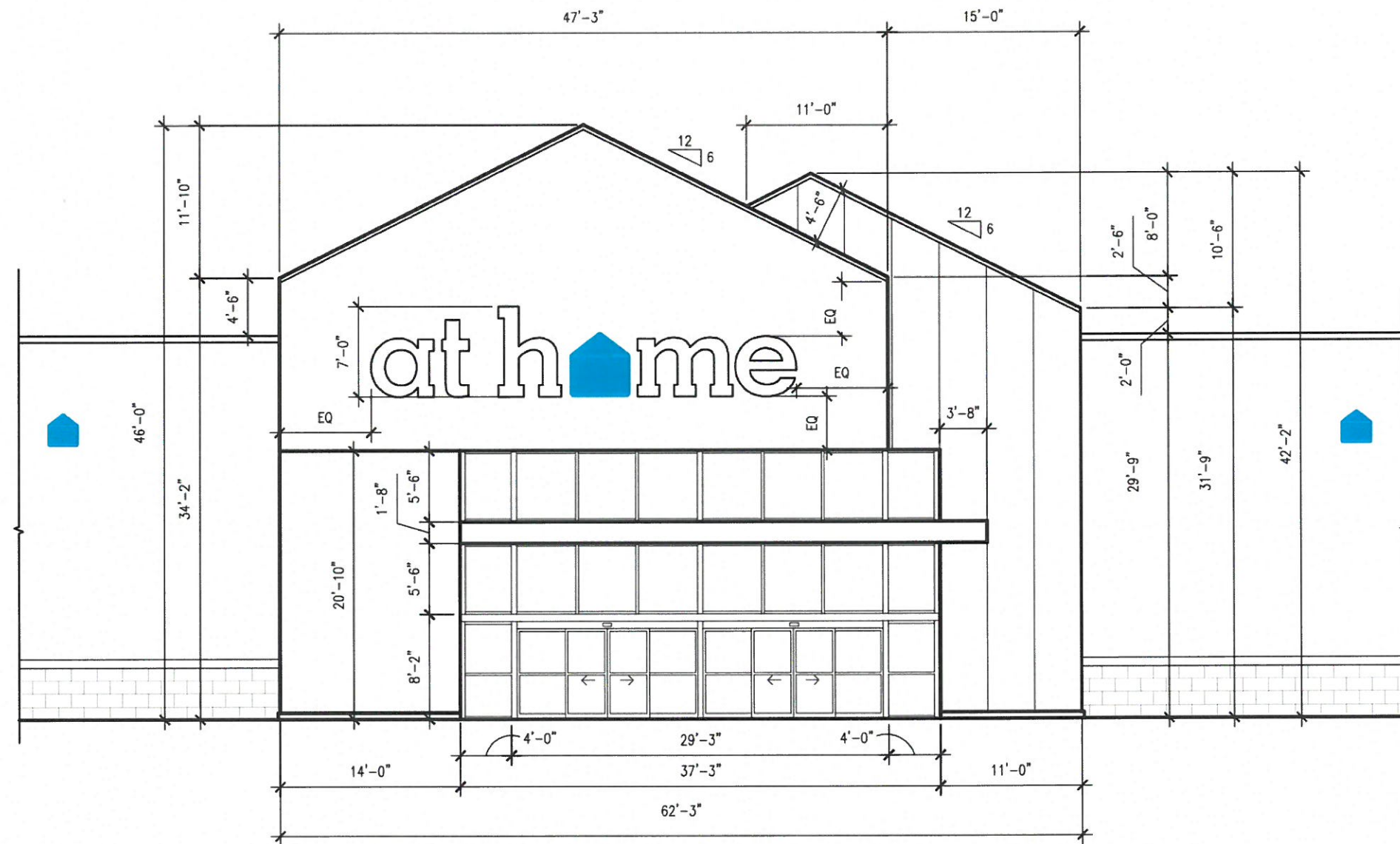




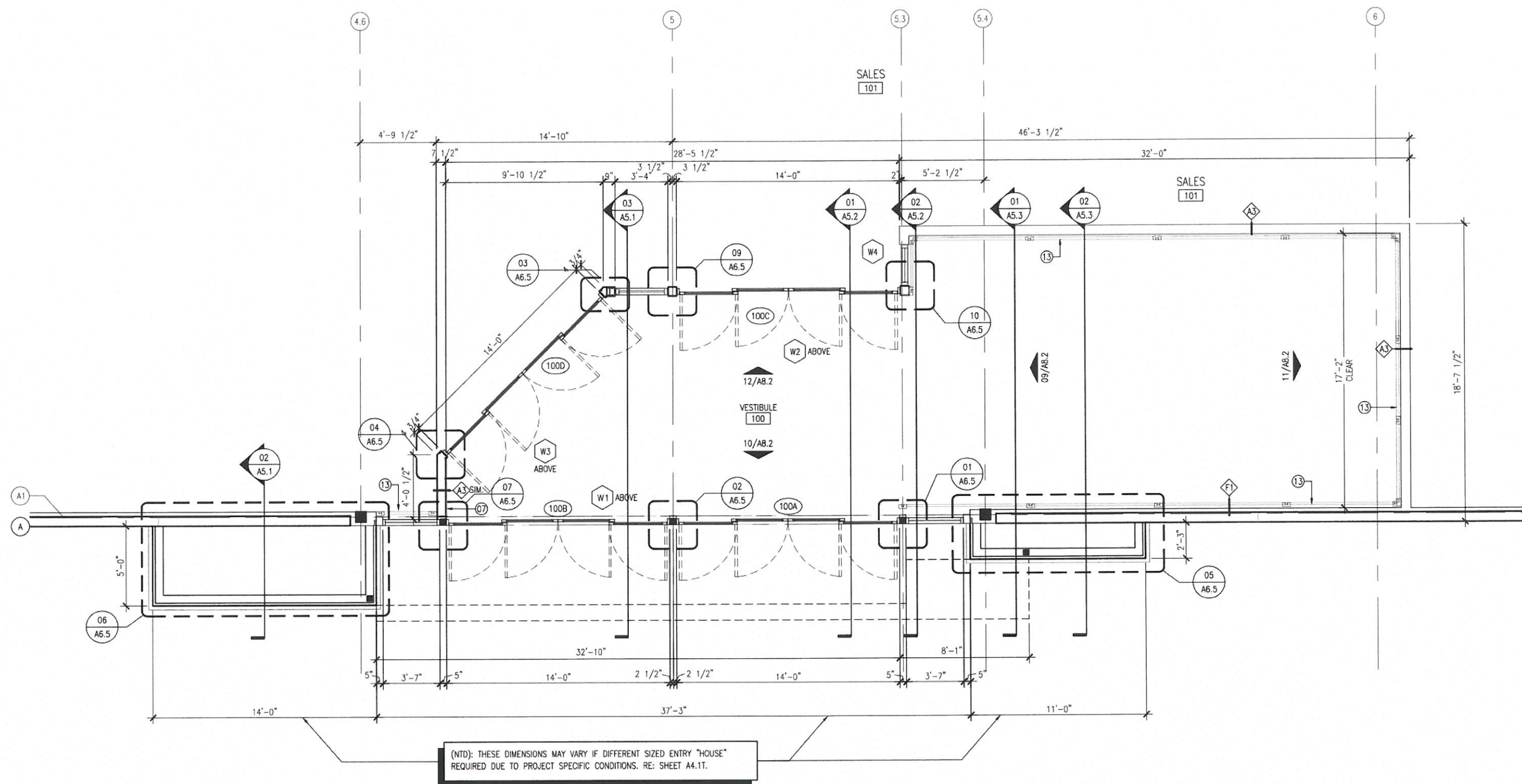
#### MATERIALS LEGEND:

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- F1 FORM LINERS - 8"X16" SPLIT FACE BLOCK PATTERN (COLOR MATCH PANTONE 424C)
- G1 WINDOW GLAZING - LOW-E TEMPERED, CLEAR
- P1 "AT HOME" EXTERIOR DARK GRAY
- P2 "AT HOME" EXTERIOR JENINSON GRAY
- P3 "AT HOME" SW 7551 GREEK VILLA
- R1 ZINC GREY- BERRIDGE METAL ROOFING
- R2 SHASTA WHITE- BERRIDGE METAL ROOFING & CAP





46' MAIN ENTRY HOUSE PROTOTYPE  
SCALE: 3/32"=1'-0"





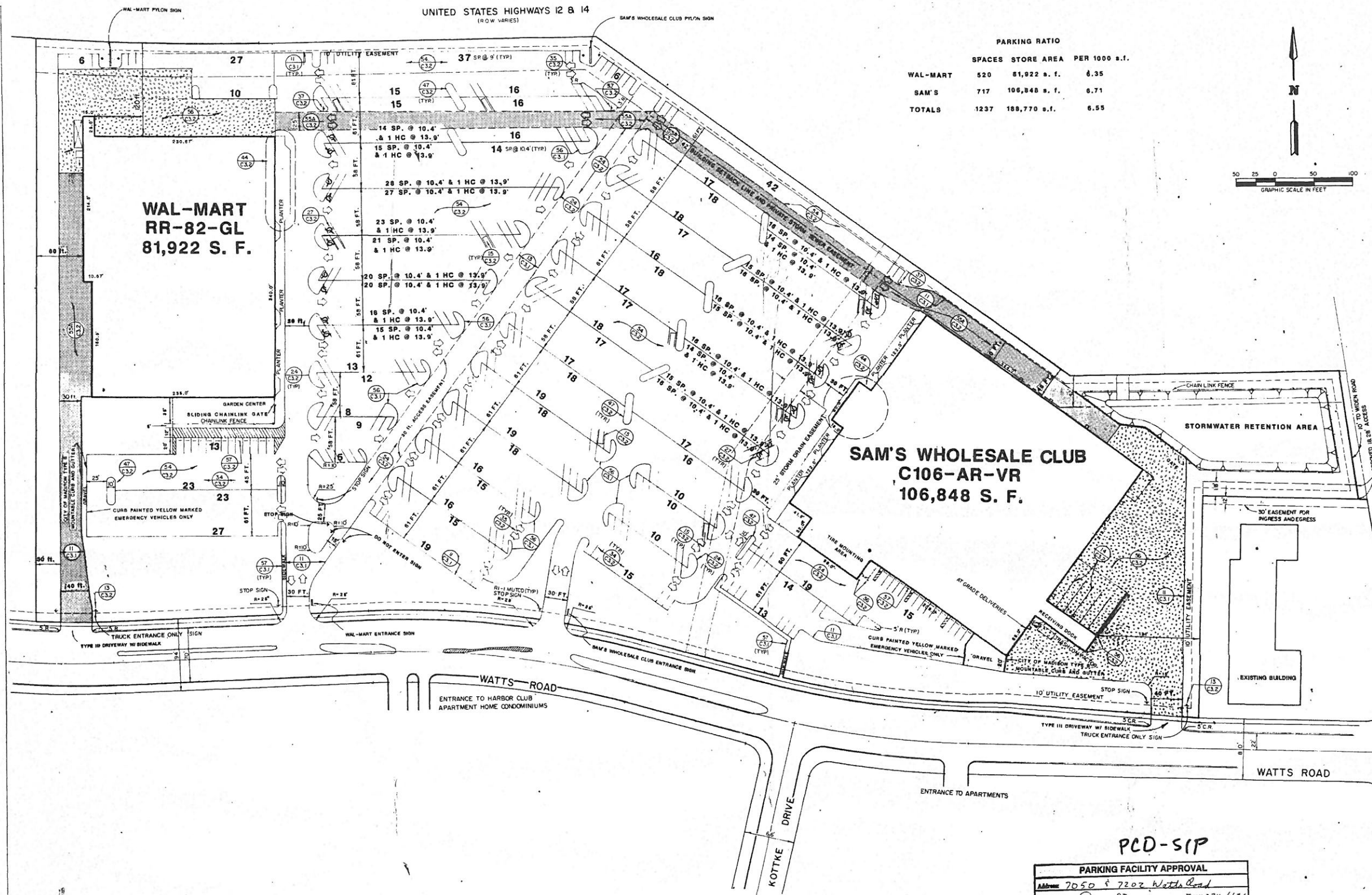


The following documents reflect the Existing Conditions of the Sam's Site. There is no intention to change or alter any of these conditions.

These sheets are as follows:

- Parking Layout
- Site Grading Plan
- Landscape Plan
- Site Utility Plan





PARKING RATIO

	SPACES	STORE AREA	PER 1000 S.F.
WAL-MART	520	81,922 S.F.	6.35
SAM'S	717	106,848 S.F.	6.71
TOTALS	1237	188,770 S.F.	6.55

REVISIONS:  
 1 12/7/86  
 2 1/10/87  
 3 1/10/87  
 4 1/10/87  
 5 1/10/87  
 6 1/10/87  
 7 1/10/87  
 8 1/10/87  
 9 1/10/87  
 10 1/10/87

6345  
 DECEMBER 8, 1986  
 D. BROWN  
 J.H. CHANEY  
 R.E. BAILEY



HIGHLAND VIEW PARK  
 WAL-MART & SAM'S WHOLESALE CLUB  
 MADISON, WISCONSIN

PCD-SIP

PARKING FACILITY APPROVAL			
Address: 7050 & 7202 Watts Road	Phone: 274-6636		
Contact Person: Dave Jensen	Conditions	Date	
Zoning: H-1		4-22-87	
Traffic Engineer: J. P. Jensen		1/10/87	
City Engineer: Arnold E. Miller		4/27/87	
Design Fee Amt: \$9900.00	Date Paid: 4/27/87		

SHEET NUMBER  
 C 2.1  
 SHEET DESCRIPTION  
 SITE PLAN



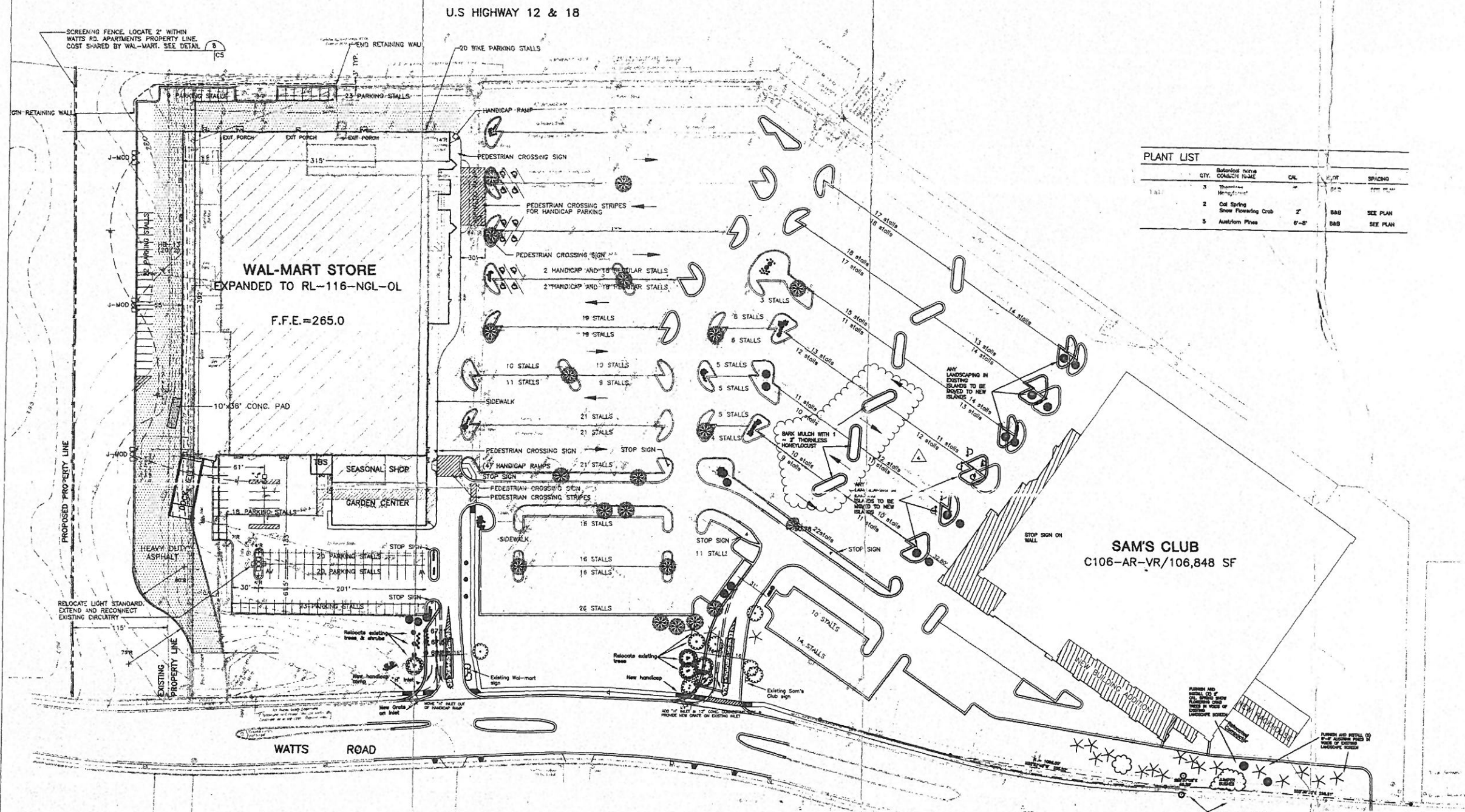




1. All existing landscaping to remain.
2. Provide new landscaping as shown for new islands.
3. Screened items represent existing conditions.
4. Preserve and protect existing vegetation wherever possible.
5. Relocate existing landscaping as shown.
6. New islands to be mulched to match existing.

**PLANT LIST**

QTY	Botanical name COMMON NAME	CHL	H/T	SPACING
1	1. All			
2	2. All			
3	3. All			
4	4. All			
5	5. All			



**SAM'S CLUB EXPANSION  
LANDSCAPE PLAN**

MADISON  
WISCONSIN

- Revised / Revised
- ADDENDUM #6 3/8/99
  - CHANGE ORDER #2 5/25/99
  - CHANGE ORDER #4 7/14/99
  - CHANGE ORDER #5 10/12/99

Drawing Title

Project No.

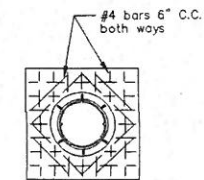
Sheet No.

**C2**

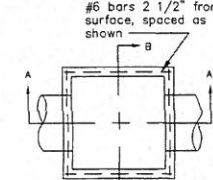
Drawn By / Checked By



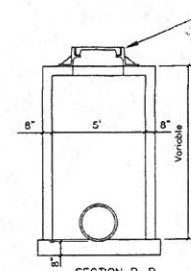
- NOTES:**
1. Base map developed from Woodward-Clyde drawings provided by the City of Madison.
  2. All curb dimensions and radii are to back of curb unless otherwise noted.
  3. Contractor shall refer to architectural plans for exact locations and dimensions of vestibule, sloped paving, exit porches, ramps, truck docks, precise building dimensions and exact building utility entrance locations.
  4. The sitework specifications for this project shall meet or exceed the "Wal-Mart standard sitework specifications" provided by Wal-Mart.
  5. Screened items represent existing conditions.
  6. Preserve and protect existing vegetation wherever possible.
  7. Relocate existing landscaping as shown.



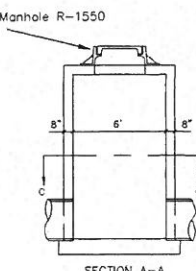
TOP VIEW



SECTION C-C

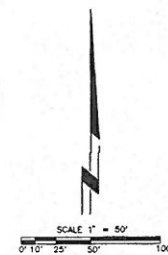
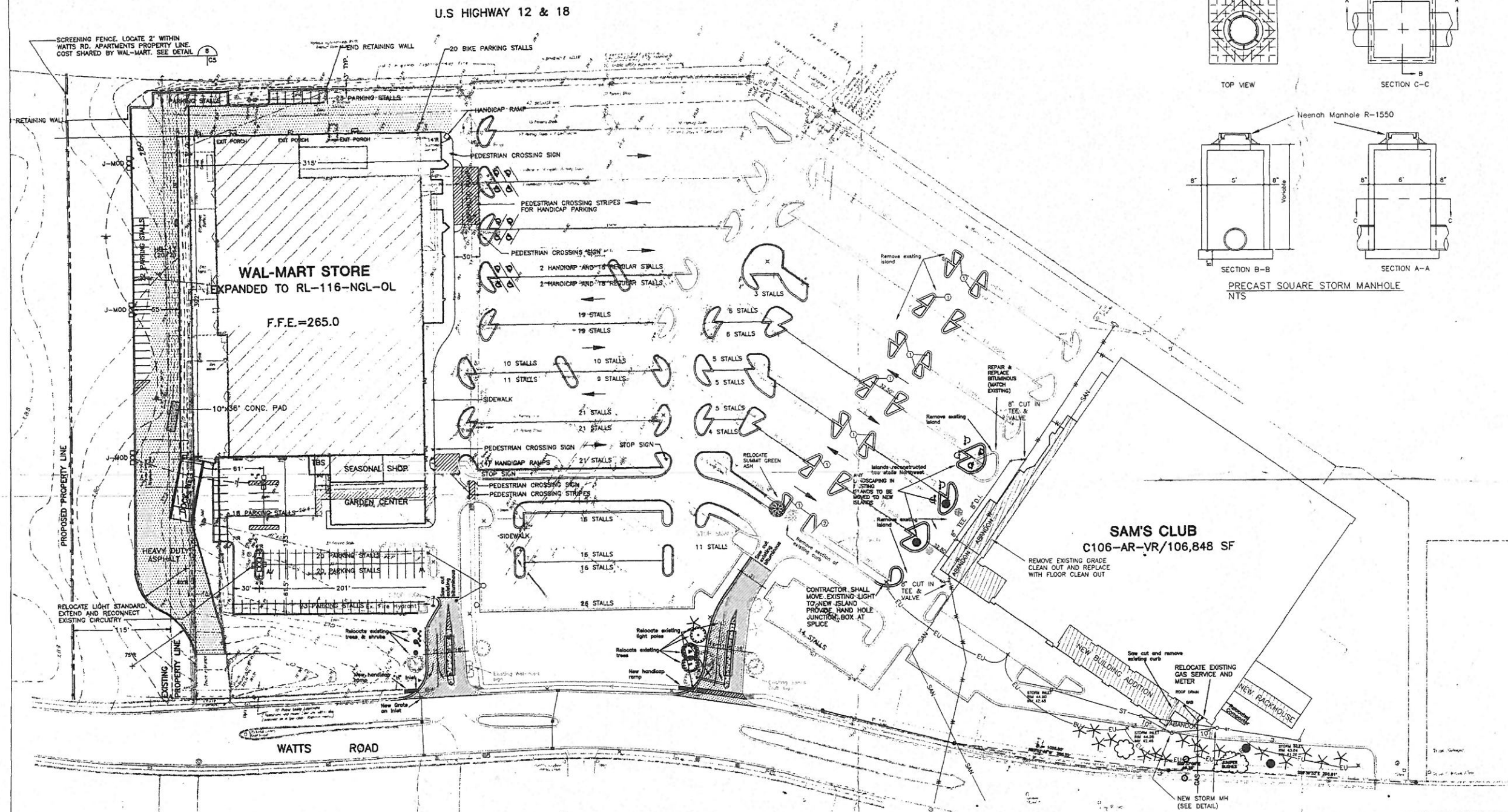


SECTION B-B  
PRECAST SQUARE STORM MANHOLE  
NTS



SECTION A-A

**SAM'S CLUB**  
C106-AR-VR/106,848 SF



**SAM'S CLUB EXPANSION  
UTILITY PLAN**

MADISON  
WISCONSIN

Notes / Details

Drawing Title

Project No.

Drawn By / Checked By

**C2.4**