



UDC MEMO

Planning Division

Department of Planning & Community & Economic Development

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TO: Urban Design Commission

FROM: Janine Glaeser, UDC Secretary

DATE: April 11, 2018

SUBJECT: ID 50976 (UDC) – 2025 Zeier Rd - Façade Alteration for “Burlington”, 17th Ald. Dist.

The applicant is seeking approval for an Alteration to an existing Conditional Use for the Burlington retail space at East Towne Mall. Burlington is downsizing from 60,200 S.F. to 43,000 S.F. and updating their façade at the new main entry location. **This project is being referred to the Urban Design Commission by the UDC Secretary for review of the proposed façade alteration design.**

Approval Standards

The UDC is an approving body for this application. The site is located in Zoning district Commercial Center (CC) and it is part of a Large Retail Development which requires that the Urban Design Commission to approve the proposed alteration project using the design standards and guidelines for Large Retail Developments.

The proposed project must meet design standards for building alterations in a Large Retail Development pursuant to Section 33.24(4)(f) and Planned Multi-Use Sites pursuant to Section 28.137(2)(e) of the Zoning Code. When applying the requirements, the Urban Design Commission shall consider relevant design recommendations in any element of the City's Master Plan or other adopted City plans.

Design Considerations

In order to approve the alteration, the Urban Design Commission shall affirm that the proposed facade alteration meets the Large Retail Development - Statement of Purpose, including the intent that the addition will enhance the urban fabric and be compatible with the existing development context.

Changes to the façade include the following:

- Relocation and reconfiguration of retail space main entry door.
- Addition of a new entry canopy feature comprised of EIFS and metal panel. New entry feature increases façade height by 3' above existing parapet and 7' above the existing roofline.
- New signage to be reviewed under a separate application.

Conclusion

Planning Division Staff recommends that the commission pay special attention to the design changes and give very careful consideration to the amount of EIFS, noting that if this were new construction, EIFS would only be allowed at the top of buildings and as an accent. Historically, the UDC has raised concerns about large EIFS fields that are not integrated with other materials.