



## UDC MEMO Planning Division

Department of Planning & Community & Economic Development

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**TO:** Urban Design Commission  
**FROM:** Janine Glaeser, UDC Secretary  
**DATE:** August 8, 2018  
**SUBJECT:** ID 51106 (UDC) – 7050 Watts Rd - Façade Alteration for “At Home”, 1<sup>st</sup> Ald. Dist.

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The applicant is seeking approval for an Alteration to an existing Planned Development Use for the original Walmart retail space at West Towne Mall into an “At Home – The Home Décor Superstore.” At Home is updating the façade on all sides with including a new canopy at the 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 a Planned Development (PD) 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 a Planned Development and 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**

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:

- Addition of a new entry canopy feature comprised of EIFS and painted CMU. New entry feature increases façade height by 15'-4" above existing parapet.
- 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.