



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 7050 Watts Road
Application Type: Informational Presentation – PD-SIP, New Restaurant Building,
Legistar File ID # [61867](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Jennifer Mowen, GreenbergFarrow

Project Description: The applicant is providing an informational presentation for a future Specific Implementation Plan (SIP) submittal to an existing Planned Development. (PD). The request is for a new one story 8,300 s.f. standalone restaurant and site improvements. The larger zoning lot currently includes At Home and Walmart stores (however, modifications are not proposed on the specific Walmart property).

Project History/Schedule:

- The UDC granted final approval of the GDP on February 26, 2020 ([57488](#)) given that most of the major comments have been addressed and we'll see the SIP later.
- The development team anticipates submitting a formal land use application later this year.

Approval Standards:

The UDC is an **advisory body** on this request. As with any **Planned Development**, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval.

The site is also 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, 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. Staff notes that the specific standards of Section 33.24(4)(f) apply to buildings over 40,000 square feet, or more.

Summary of Design Considerations and Recommendation

Staff recommends the Commission review the proposal and provide feedback based on the applicable approval standards for a Planned Development and Large Retail Developments. The Large Retail Development Statement of Purpose requires that the addition will enhance the urban fabric and be compatible with the existing development context.

As part of this informational review, staff request that the UDC provide feedback on the landscape buffer and tree preservation efforts as proposed. Related to frontage landscaping, the Common Council included the following approval condition on the General Development Plan (GDP):

The Zoning Text shall be revised for staff approval and include the following in the "Landscape Section" for the intent of preserving as many existing trees as possible. The revised General Development Plan

(GDP) approved by the Common Council includes the extent of the revised development area and landscape buffer along Watts Road. The existing trees and vegetation within this landscape buffer shall not be removed to accommodate future Specific Implementation Plan (SIP) proposals and further modifications to the boundaries of this landscape area shall require approval of alteration to the GDP.

Finally, the key GDP approval comments provided by the UDC at their February 29, 2020 meeting are below:

- This is better, even though you don't have a detailed final plan, including exactly what would happen to the existing plantings, it's heading in right direction.
- I'd suggest a single line of trees along the parking lot in addition to the existing trees.
- How close is that parking in the fanned area and hitting the existing drive, is it too tight?
- Given that you don't have a tenant, could the footprint change?
- It would be desirable to pull it further from Watts Road.
- I like that we have that corner allocated for stormwater management.
- The updated plan is considered more compatible with the existing context with the parking further away from Watts Road. It's more in keeping with what's there now.