



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 7050-7104 Watts Road  
**Application Type:** PD-SIP, New Restaurant Building, Initial/Final Approval is Requested  
**Legistar File ID #** [61867](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Jennifer Mowen, GreenbergFarrow

**Project Description:** The applicant is seeking initial/final approval for a Specific Implementation Plan (SIP) to an existing Planned Development (PD). The request is for a new one-story 8,300 s.f. stand-alone 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](#))
- The UDC received an informational presentation on the SIP on September 2, 2020.
- The Plan Commission is scheduled to review this proposal on December 14, 2020.

### 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 and refer to the comments from the September 2<sup>nd</sup> Informational Presentation. The PD Standards are attached and 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 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.*

**Staff refers the Commission to their comments from the September 2, 2020 informational presentation:**

- The site plan we see is significantly better than what we saw previously. Appreciate the additional sidewalks and circulation, accessibility around the space, location of bike racks.
- The landscape buffer was a point of discussion – revisiting what’s currently there today, it is really nice and effective at screening views behind it. I’m sure the neighborhood will still feel a bit of that loss from removing some of those larger mature landscape species.
- An area of potential improvement is the landscape the corner, vision corner requirements notwithstanding, but something more than just lawn spaces. A new landscape buffer within the space you’re given that’s better than just lawn. Keep in mind safety if you do add more planting in that buffer space, keeping the 3-6 foot zone open, adding ornamental trees to occupy that space just above 6-feet but also be a visual screen.
- Is there any opportunity to add more windows at least on the front façade, anywhere where customers are on the inside? I wouldn’t encourage any more spandrel. There’s a benefit to a transparency for buildings like this. It would help lighten the building. It would look much better, less heavy. It looks like a fortress.
- Study other ways to break up the façade without putting up pilasters that are clearly not needed structurally. Extrude out and in to get more shadow play.
- Consider making the building design more contextual and more responsive to the site.
- It would be nice to understand and maybe see more about illumination at night. (review City’s Dark Sky ordinance.)

**ATTACHMENT**  
**PD Zoning Statement of Purpose and Standards**

**28.098 (1) Statement of Purpose.**

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials. In addition, the Planned Development District is intended to achieve one or more of the following objectives:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.
- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.
- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.
- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.
- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.
- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

**28.098(2) Approval Standards for Project**

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

- (a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:
  - 1. Site conditions such as steep topography or other unusual physical features; or
  - 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.
- (b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.
- (c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

- (d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.
- (e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.
- (f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.
- (g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.