

## PLANNING DIVISION STAFF REPORT

April 14, 2021

PREPARED FOR THE URBAN DESIGN COMMISSION



**Project Address:** 333 S. Westfield Road

**Application Type:** Modifications to an Existing Planned Multi-Use Site to Develop a New Multi-Tenant Commercial Building

Initial/Final Approval is Requested

**Legistar File ID #** [64301](#)

**Prepared By:** Janine Glaeser, UDC Secretary

### Background Information

**Applicant | Contact:** Brad Koning, Sketchworks Architecture, LLC, Middleton, WI

**Project Description:** The applicant is seeking initial/final approval for a new one-story commercial building with 6,400 square feet of multi-tenant space. One of the tenants will include the existing tenant on the site, Old National Bank. Site improvements also include a new drive through with new outdoor seating area, landscaping and site lighting.

**Project Schedule:**

- The Plan Commission is scheduled to review this proposal on April 26, 2021.

**Approval Standards:**

The UDC is an **advisory** body on this request. The site is located in the Suburban Employment (SE) zoning district and it is part of a Planned Multi-Use Site, as defined in Madison General Ordinance. In order to approve, the proposed project must be found by the Plan Commission to meet the design standards for a Planned Multi-Use Sites pursuant to Section 28.137(2)(e) and 28.137(2)(f) of the Zoning Code.

### Summary of Design Considerations and Recommendations

The subject site is part of a larger cross-connected development site. The area is recommended for “Community Mixed-Use” development in the City’s Comprehensive Plan. Such areas are generally recommended to include a relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor with a height between 2-6 stories. While the zoning allows for a one-story building at this site, plans generally recommend more intensive development. Staff notes that other one-story structures with similar plan recommendations have been approved in the West Towne Mall area.

Planning Division staff requests that the UDC provide comment on the recommendations for the site plan, landscape plan, and exterior design & appearance of the proposed building and their relationship to the larger multi-use site context.

**Design Considerations:**

- Provide comment on the building height, massing, street-orientation, and materials and how these features relate to the area context, including the existing larger cross-connected zoning lot that includes the Navitus development to the east.
- Signage is not part of this application/review process. Staff recommends the development team meet with zoning and UDC staff to review signage package.