



CITY OF WAUKESHA

Administration

201 Delafield Street, Waukesha, WI 53188
 Tel: 262.524.3701 fax: 262.524.3899
www.ci.waukesha.wi.us

Committee: Plan Commission	Date: 3/2/2017
Common Council Item Number: PC#17-0003	Date: 3/8/2017
Submitted By: Maria Pandazi, City Planner	City Administrator Approval: Kevin Lahner, City Administrator Click here to enter text.
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney Click here to enter text.
Subject: Duluth Trading Company, 2320 Bluemound Road – Preliminary Site Plan & Architectural Review (UPDATED 3/2/2017)	

Details:
 Duluth Trading Company is proposing to purchase a portion of the Home Depot Lot at 2320 Bluemound Road and construct a new 15,536 square foot retail building. They received preliminary Site and Landscaping Plan approval at the February 8, 2017 Plan Commission meeting but the Commission did not act on the architectural plans since there were numerous issues with the proposed design. Since that meeting staff has been working with the developer to try to improve the south and west elevations

The south elevation has been upgraded by eliminating the small windows proposed at the February 8, 2017 meeting and replacing them with larger display windows that match those found on the east elevation. These windows also have awnings and lighting to match what is found on the west elevation. This element is similar to the treatment they did at the Independence, MO store. The west elevation also was upgraded with a design similar to the east including signage and windows. Staff would like the awnings to extend out beyond the edge of the window, like the other awnings.

At the last meeting it was also suggested they add signage to the west elevation to make it more like the east elevation. Based on their building width they would be permitted 264 square feet of signage, but are proposing approximately 343 square feet of signage, 75 square feet of which is attributed to the extra sign. While the Plan Commission doesn't typically review signs, staff would like the Commission to weigh in on the signage since some was added to address concerns about the west elevation.

The applicant has made progress since the last meeting, especially with the west elevation.

Options & Alternatives:
 The Plan Commission could require additional design alterations to the other facades to make this building more attractive.



Financial Remarks:

[Click here to enter text.](#)

Staff Recommendation:

Staff recommends Preliminary architectural approval for the Duluth Trading Company , 2320 Bluemound Road, subject to the following conditions:

1. Fire Department Comments
2. Engineering Comments
3. Water Utility Comments