



CITY OF WAUKESHA

Administration

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Committee: Plan Commission	Date: 3/22/2017
Common Council Item Number: PC#17-0003	Date: 3/22/2017
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 3/17/2017)	

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. The applicant then returned to the March 8, 2017 meeting and received preliminary architectural approval, but the Plan Commission wanted them to continue to work with staff to make architectural improvements. Since the Plan Commission didn't have any specific requests staff worked together to create a list of suggested revisions for the applicant. The suggestions sent to the applicant were as follows:

East Elevation – no changes were requested as staff and the Plan Commission is fine with the east elevation.

West Elevation

- The extension of the awnings on the west elevation beyond the edges of the windows does help address Commission comments.
- Would like to see less EIFS on this elevation
- Wall lights or gooseneck lights should be added above window
- Is there any potential to add some landscaping/foundation plantings on this side?

South Elevation

- The Plan Commission still wanted more improvements to the south elevation prior to final approval.
- The Commission agreed that the updated display windows are an improvement to the previous submission
- It seems that large expanse where the "Duluth Trading" sign is was still a concern. While you have now added brick instead of EIFS in this area, staff feels that the change does not address the concern raised at the Plan Commission meeting of adding architectural detail, it just swaps one material for another. We suggest you explore other options. If you do continue to explore the brick in just this area, defining what



could be considered a traditional sign band with a soldier course brick (or other coursing) that slightly protrude or recess, to better anchor the sign location. Increasing the thickness of the masonry 'sill' separating the base of the building from the upper portion would also help. Another option could be to replace all of the EIFS area with brick of a slightly different color than the base and incorporate varied coursing patterns into the brick.

- Increase the amount of brick or other actual masonry materials and reduce the amount of EIFS
- Reconsider extending that rooftop monitor the full length of the building as requested by Commissioner Keller. This could include incorporating the mechanicals into a longer monitor to better integrate the two rooftop elements.

North Elevation

- The Plan Commission expects additional improvement to the north elevation facing Home Depot. I'd recommend incorporating similar elements as the South elevation
- Similar wall lighting should be incorporated on this side of the building.
- Reduce the amount of EIFS and increase brick and other masonry materials – similar to the south side of the building.
- If more display windows are not possible, incorporate some other architectural features along this façade that make it more interesting.

Landscape Plan

- Additional landscaping in the island at the northern edge of the Duluth site should be included. Similar groundcover and shrubs as you are using at the front of the property would fit in this island.

Aside from adding a full brick wall on the south elevation where the sign is proposed and widening the awnings in the areas specified, the applicant has not made any additional modifications we requested.

Staff is supportive of the Duluth Trading Company plans and feels they would be a great addition to the City. We have recommended approval of their preliminary site and architectural plans at the February 8, 2017 and March 8, 2017 meetings respectively because we felt they were making progress in addressing some of our architectural suggestions. We do however still have concerns about the architecture of the building, which is on a busy commercial corridor, close to the street, and is visible from all four sides. We feel the recommended changes are reasonable and would result in a more attractive development that reflects other recently approved commercial projects in the City.

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 Final Site and 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

4. West Elevation changes, including reducing the amount of EIFS, installing wall lights or gooseneck lights above window and adding foundation plantings.

5. South Elevation changes including reducing the amount of EIFS by incorporating more brick and masonry material, and redesigning the area where the Duluth Trading sign is proposed. Staff suggests possibly defining what could be considered a traditional sign band with a soldier course brick (or other coursing) that slightly protrude or recess, to better anchor the sign location, increasing the thickness of the masonry 'sill' separating the base of the building from the upper portion would also help. Another option could be to replace all of the EIFS area with brick of a slightly different color than the base and incorporate varied coursing patterns into the brick.

6. North Elevation Changes including incorporating similar elements as the South elevation such as the display windows or other architectural features to make it more interesting and break up the length of the façade, reducing the amount of EIFS, and incorporating wall lighting similar to that found on the east or south elevation.

7. Adding landscaping to the proposed grass island at the northern edge of the Duluth site such as similar groundcover, trees, and shrubs found at the front of the property.