

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 17, 2013

TITLE: 2655 East Washington Avenue – Planned Commercial Site, Façade Update/Site Improvements for “Burger King.” 6th Ald. Dist. (29576)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Jay Wendt, Acting Secretary

ADOPTED:

POF:

DATED: April 17, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Lauren Cnare, Tom DeChant, John Harrington, Richard Slayton, Dawn O’Kroley and Cliff Goodhart.

SUMMARY:

At its meeting of April 17, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a façade update/site improvements for a Planned Commercial Site located at 2655 East Washington Avenue. Appearing on behalf of the project was Mike Davis, representing Gave Holdings Wisconsin. Davis presented an overall Burger King image remodel program currently in process which includes upgrades to the exterior and new furniture/décor inside.

Harrington raised concerns with some plant species and asked for specification. Ostraya Virginiana or Chancellor Linden? Ostraya Virginiana and Pachysandra are not very salt tolerant and won’t work well in a parking lot. The planting plan as a whole lacks large trees and there is space here to shade the parking lot. Davis responded that they are using a light fixture similar to the style already in place that does meet the Dark Sky ordinance. His concern was that the 15-foot light poles would conflict with trees; Harrington responded that trees could be pruned so as not to cause an issue with the light poles. Harrington responded that islands should not be for lighting but for tree islands. Davis stated he was asked to continue the streetscape of lighting; Harrington suggested a Honey Locust with a filtered canopy but no Maple as those are too dense. Harrington also recommended removal of the Juniper to be replaced with something more substantial, or to fill that entire area in with trees.

ACTION:

On a motion by DeChant, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0). The motion provided for a landscape plan to be submitted to staff to include Harrington’s suggestions; the landscape plan can be circulated to both Harrington and Slayton for their input.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall rating for this project is 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2655 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	5	4/5	-	-	-	5	5
	-	-	-	-	4	-	-	-