

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 15, 2021
TITLE: 6831 Odana Road - New Restaurant in a Planned Multi-Use Site. 19th Ald. Dist. (68352)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Kevin Firchow, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: December 15, 2021	<b>ID NUMBER:</b>

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Members present were: Cliff Goodhart, Chair; Tom DeChant, Lois Braun-Oddo, Craig Weisensel, Christian Harper, Rafeeq Asad, and Jessica Klehr.

**SUMMARY:**

At its meeting of December 15, 2021, the Urban Design Commission **REFERRED** consideration of a new restaurant in a Planned Multi-Use site located at 6831 Odana Road. Registered and speaking in support was Ryan Swanson. Registered in support and available to answer question was David Israel.

The project is proposed in an existing commercial center where they are not greatly expanding the surface paved area. The proposed drive-thru has a dual lane configuration, good pedestrian connectivity, and an accessible connection to the front along Odana Road. A small detention facility with trees is located on the northwest corner. There is an out only access drive on the west for drive-thru and stacking. The new corporate design shows brighter colors, vertical articulation on the corner, brick paneling windows, white EIFS material and interest signage as you go through the drive-thru lane. The corner feature is raised to add more interest in the front, along with full raised parapets.

The Commission discussed the following:

- It's a really fun looking building, I don't have any issues with the building, my concern is with the site, the circulation of vehicles goes almost without exception completely around the building, making pedestrian traffic from the lot to the front door a bit dicey. Is there any consideration for queuing the vehicles along the south side and reserving that whole middle section for pedestrians?
  - Parked cars have a designated path. They've gone to two lanes to double the stacking, not to say it may not spill out. Vehicles exiting wouldn't cross that path. We did try to provide a dedicated path as much as possible.
- If you took that driveway entrance on the south and moved it further west, its 360 degrees surrounded by the drive-thru.
- People just take the bee-line, they don't tend to follow those paths.
- The EIFS shown, is an acceptable alternative material to use the brick throughout? We have limitations on EIFS.

- That's something we can definitely look at, we took note of that in the staff support.
- The brick material, it's called "brick fiber cement panels." Is this phony fiber cement with a brick texture printed on it?
  - They use both, this shown is a Nichiha equivalent panel.
- It looks like brick in the renderings but it's not brick.
- When you cut window openings and go around corners, does it ever look fake. Can you use a wood grain panel instead of brick?
  - They've gone away from that toward this. I could suggest we look at using a real brick product for the corners and use Nichiha in lesser seen areas.
- We don't like EIFS for the look, but also over time it doesn't perform well.
- The durability issue, that may be in the UDD for no EIFS below three-feet.
- The ordinance that applies here is arguably more restrictive. EIFS can only be used as an accent material and it cannot be within three-feet of grade. It cannot be primary or secondary, only an accent material.
- When you turn corners, the door jambs go in, it doesn't even come close to looking like brick.
- There's a chicken restaurant across Gammon Road that uses real brick in all their restaurants.
- For some of the detailing, either pick a different finish that would get the same design and look, or go with either brick or a CMU to get a better material.
- Vehicles enter where the 261 is, immediately turn left, and then circle through?
  - No, typically the queue wouldn't be that long, essentially a 180 around that island.
- Doing that 180, I've seen that approach in other places. Doing a 180 in there is a dicey proposition. I don't know what could be worked out with traffic circulation, it definitely does not seem ideal.
- Props for going above and beyond what we would normally see in a fast food restaurant for landscaping. The plant list includes Lavender and roses, thank you for landscaping a restaurant nicely. At the entrance driveway and the island next to the handicapped parking you have two Chanticleer Callery Pears, we ask people not to use those trees as they're being banned throughout the country. Consider Horse Chestnut, Buckeye, Japanese Tree Lilac, or small Crab.
- Suggest review of where that ramp comes up from Odana Road, that could be dicey.
- That's a switchback ramp, less than 1 to 20 or will it require handrails?
  - I believe it needs rails, there's a lot of grade change there.
- Can you stretch it out, come in further west and come up 1 to 20? I'm going to see nothing but handrail from the street. I know you have to provide that access from the public right-of-way, it's a challenge for sure.
  - We can take a look at that.
- If you can get a more gradual slope especially for people that are disabled it would be appreciated, not just aesthetically but accessible, not just meeting code.
- Hesitant to give initial approval with major site issues. I'd be comfortable with initial taking to heart all the site and building materials comments.
- If you give initial you are accepting the general configuration of the site plan.
- (Israel): I've suggested using the entrance for Burger King.
  - That out only movement was discussed with Traffic Engineering but they don't want traffic to stack up to Odana Road. If you slide the entrance to the west, then you get close to the access drive and turning movements, that created a conflict point in that "ring road."
- Our concerns remain with pedestrians crossing a 360 degree drive aisle. I'm not convinced moving it to the west is going to cause accidents, it's not a main street. Unless we see a memo from Traffic Engineering we have to go with our best judgment here. The site plan seems to have problems with regard to pedestrian and disabled access and convenience, it's mostly set up for the drive-thru and at that, there are hairpin turns to get through there. Some people won't be able to do it in one gesture, backing up, that gives me some concern.

- UDC is advisory here. The code says this requires conditional use consideration by the Plan Commission following recommendation on the design by the UDC.
- We went back and forth with the Portillo's site, with what Traffic wanted vs. circulation issues on site, trying to find that common ground between what Traffic is looking for in terms of access, but circulation can sometimes be outside that purview. We would ask the Plan Commission to refer this back to UDC for a final review.

**ACTION:**

On a motion by Braun-Oddo, seconded by Weisensel, the Urban Design Commission **REFERRED** this item, not making a formal recommendation at this time, and requesting that this return to the UDC for final review. The motion was passed on a unanimous vote of (6-0).

The motion noted that the Urban Design Commission is advising that this not proceed pending further attention given to traffic circulation, as well as the handicapped ramp, building materials and the Chanticleer Callery Pear trees.