

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

RECEIVED

8/18/2020
5:10 p.m.

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 7050 Watts Road, Madison, WI

Title: Texas Roadhouse

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested September 2, 2020

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)
 Signage Exception

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Jennifer Mowen
Street address 21 South Evergreen Avenue, Suite 200
Telephone 630-207-7946

Company GreenbergFarrow
City/State/Zip Arlington Heights/ IL /60005
Email jmwowen@greenbergfarrow.com

Project contact person Jennifer Mowen
Street address 21 South Evergreen Avenue, Suite 200
Telephone 630-207-7946

Company GreenbergFarrow
City/State/Zip Arlington Heights/ IL /60005
Email jmwowen@greenbergfarrow.com

Property owner (if not applicant) 7050 Watts Rd, LLC
Street address 1600 East Plano Parkway
Telephone 972-834-6010

City/State/Zip Plano/ TX /75074
Email adettmann@athome.com

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on March 10, 2020.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Jennifer Mowen Relationship to property Agent for Texas Roadhouse Purchaser
 Authorizing signature of property owner  Date 8-13-2020

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

August 18, 2020

To: City of Madison Planning Division
Urban Design Commission
215 Martin Luther King, JR. Blvd.
Madison WI 53701-2985
T: 608.266-4635

Re: Texas Roadhouse UDC Informational Presentation - Letter of Intent

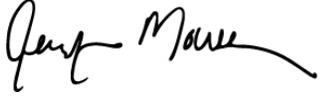
The proposed Texas Roadhouse project involves the new construction of an approximate 8,305-square foot out of ground single story stand-alone restaurant. The development is a casual dining restaurant offering a moderately priced, full-service, casual dining concept serving an assortment of Texas themed entrées and made-from-scratch sides. The estimated interior dining seating capacity is 330 seats. A separate "To Go" vestibule is provided for employee/customer interaction for take-out orders.

The site location takes up approximately 1.42 acres of the southernmost portion of the larger commercial development which includes existing Wal-Mart and At Home stores. The project proposes a new parking lot/drive aisles with approximately 76 parking spaces (14 of which are located on the Wal-Mart parcel), foundation and parking lot landscaping, and an approximate 207 linear foot retaining wall in the southwest portion of the site. The retaining wall is needed due to site grading constraints and to minimize the impact to the existing landscape buffer along Watts Road. The southern edge of the parking field adheres to the Site Plan approved by the UDC at the 02/26/20 meeting. The site plan has incorporated the CSM and GDP conditions of approval relating to: relocating the Watts Road sidewalk to provide for an 8-foot wide terrace, providing a concrete slab for bus stop bench, and providing for pedestrian access around the north and east ends of the site.

The exterior building materials encompass cedar siding, brick veneer wainscoting, brick pilasters and metal roofing. Additional brick pilasters and faux windows have been added to break up the blank building facades. There are two rooftop mounted flagpoles; one is the US flag with the other being the Texas state flag.

In general, Texas Roadhouse hours of operation are Monday thru Thursday from 4:00 PM to 10:00 PM, Friday from 4:00 PM to 11:00 PM, Saturday from 11:00 AM to 11:00 PM and Sunday from 11:00 AM TO 10:00 pm. Typically, 40-employees are required for the peak shift.

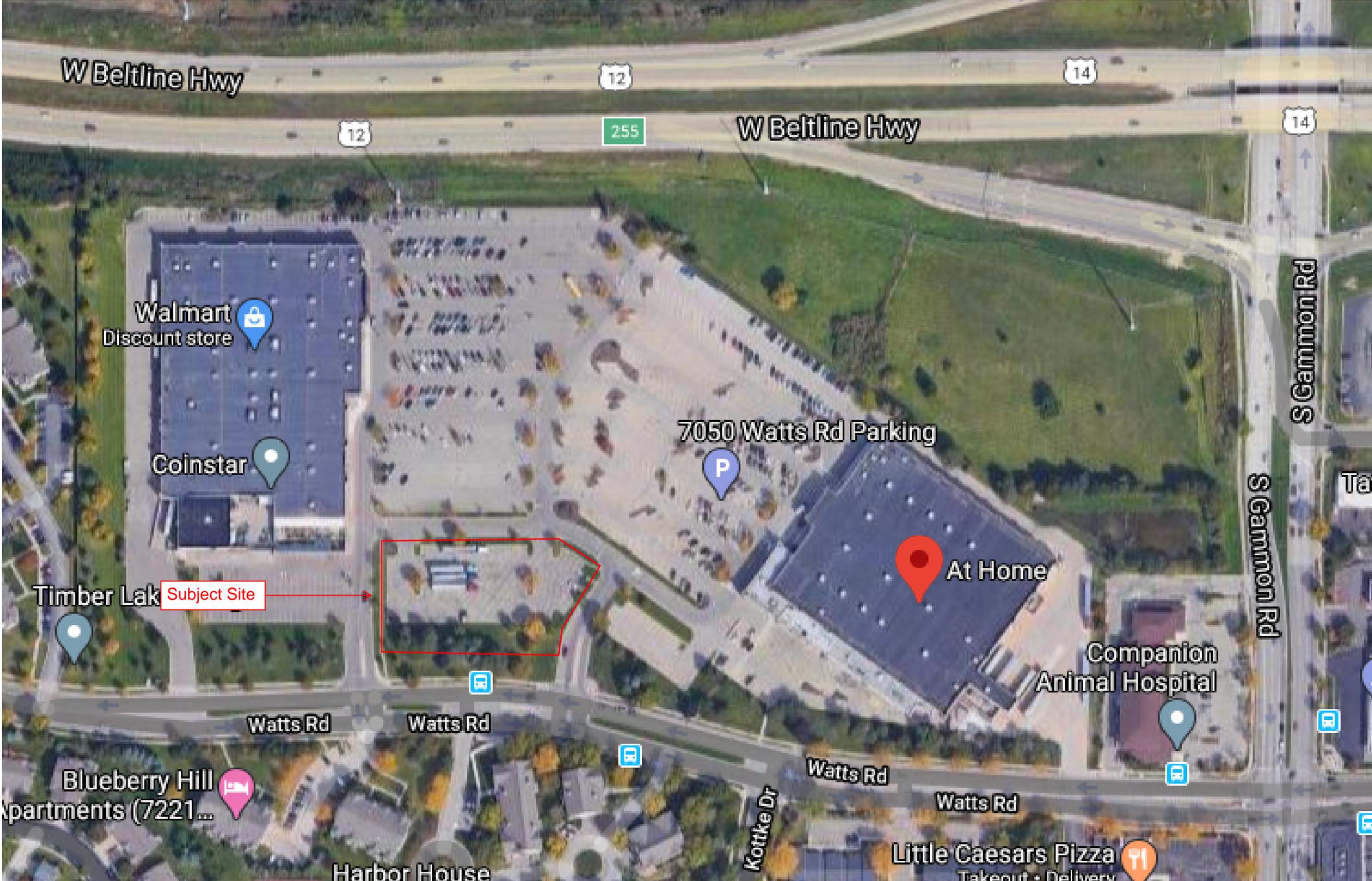
Sincerely,

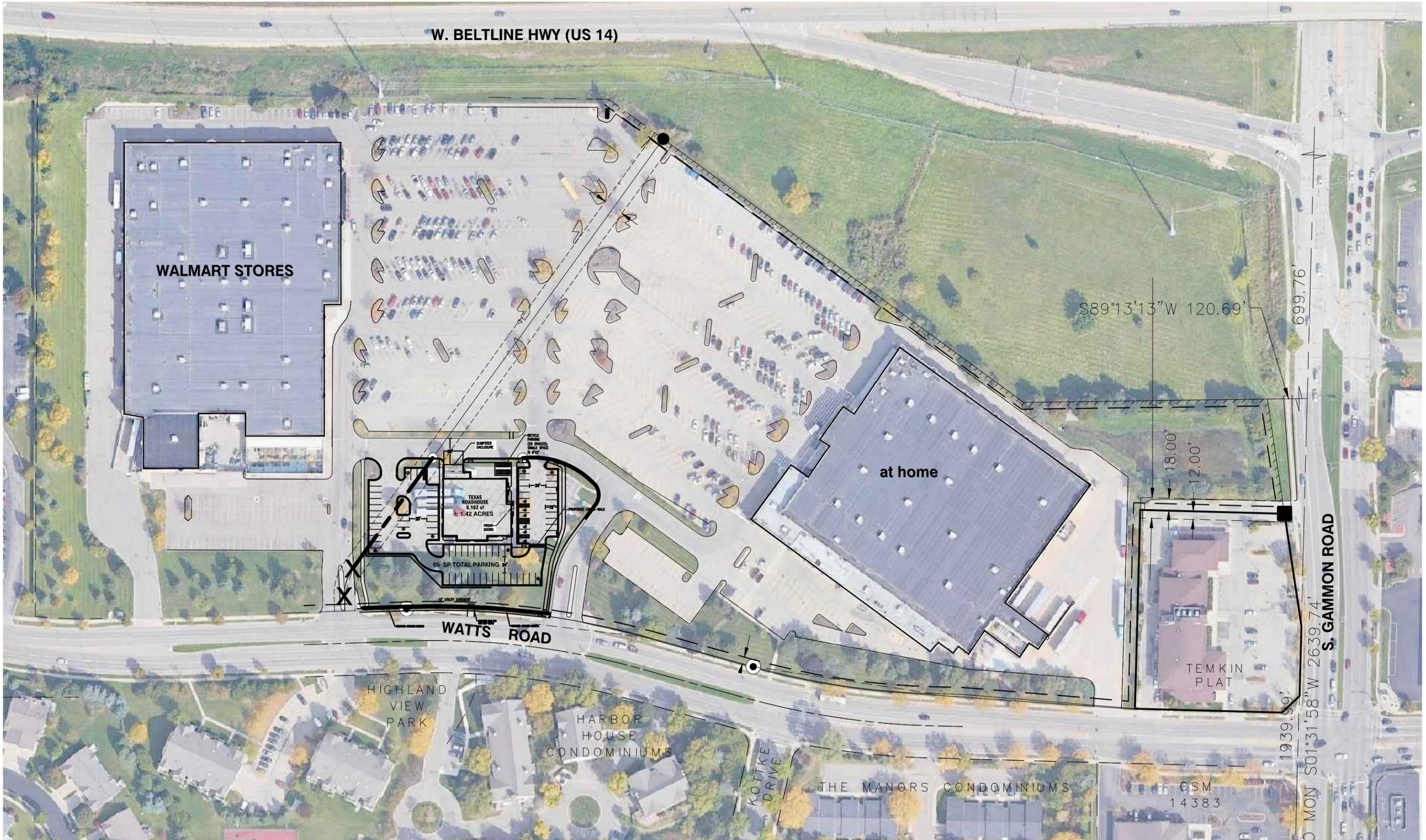
A handwritten signature in black ink that reads "Jennifer Mowen". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Jennifer M. Mowen, ASLA, CDP
Associate Principal
GreenbergFarrow

Cc: Danielle Benedict, GreenbergFarrow
Matt Budde, GreenbergFarrow

7050 Watts Road - Location Map







EXTERIOR FINISH SCHEDULE	
WOOD SIDING, TRIM, & WOOD SHUTTERS	PRE-STAINED CEDAR, HENRY POOR LUMBER CEDARTONE TWP #1501 STAIN FORMULA
FRONT ENTRANCE DOORS	METAL DOORS (FAUX WOOD) STEELCRAFT "GRAIN-TECH" (MAPLE FINISH)
TRIM, METAL FLASHING & GUTTERS	PAINT #1: SHERWIN WILLIAMS PAINTS, GREEN
DOWNSPOUTS & SPLIT-FACE CMU	PAINT #2: SHERWIN WILLIAMS PAINTS, #2195 "ROADSIDE" FINISH COLOR TO MATCH PRE-STAINED CEDAR
METAL DOORS & FRAMES, DUMPSTER GATES & BOLLARDS	PAINT #3: SHERWIN WILLIAMS PAINTS, GLOSS BLACK
BRICK VENEER	CLAYMEX OLD DENVER
BRICK VENEER (ALTERNATE)	GENERAL SHALE PHOENIX C652
METAL ROOF	METAL SALES 5V-CRIMP, GALVALUME



FRONT ELEVATION (SOUTH)



REAR ELEVATION (NORTH)

EXTERIOR FINISH SCHEDULE	
WOOD SIDING, TRIM, & WOOD SHUTTERS	PRE-STAINED CEDAR, HENRY POOR LUMBER CEDARTONE TWP #1501 STAIN FORMULA
FRONT ENTRANCE DOORS	METAL DOORS (FAUX WOOD) STEELCRAFT "GRAIN-TECH" (MAPLE FINISH)
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BRICK VENEER	CLAYMEX OLD DENVER
BRICK VENEER (ALTERNATE)	GENERAL SHALE PHOENIX C652
METAL ROOF	METAL SALES 5V-CRIMP, GALVALUME



RIGHT ELEVATION (EAST)



LEFT ELEVATION (WEST)

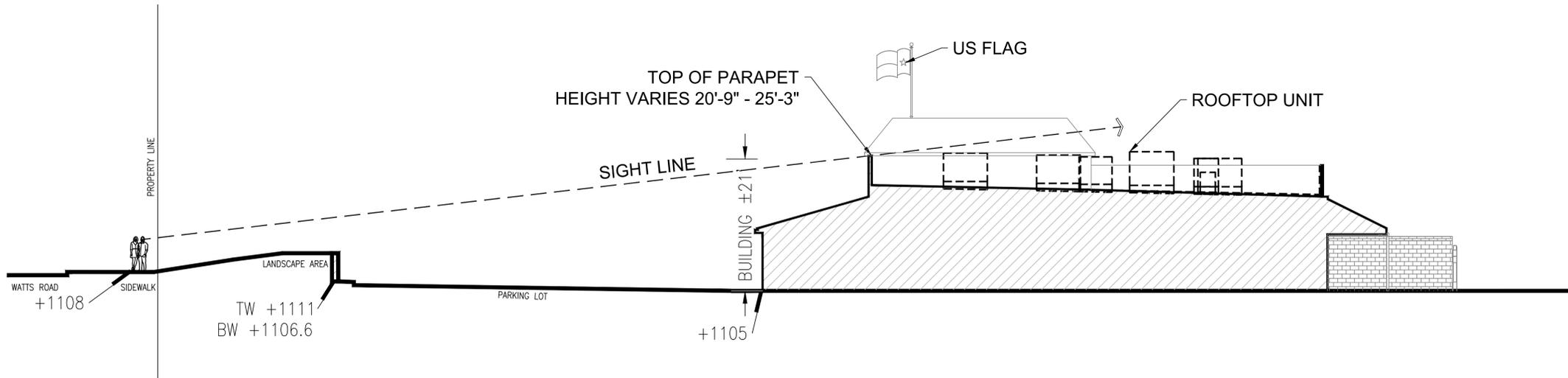
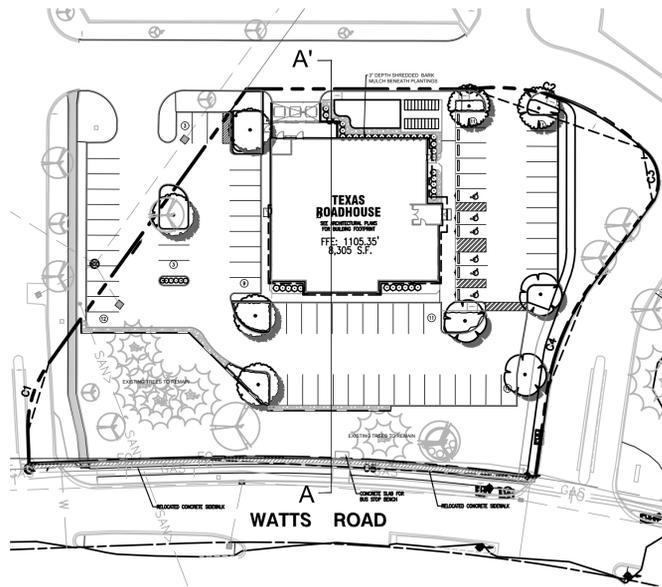




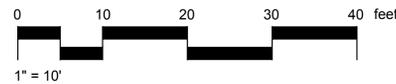
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ISSUE/REVISION RECORD

DATE	DESCRIPTION
05/29/20	CITY SUBMITTAL
07/07/20	SELLER REVIEW
08/18/20	UDC SUBMITTAL



CROSS SECTION A-A'



PROFESSIONAL SEAL

LICENSE NO.: LA-697-14

PROFESSIONAL IN CHARGE
DENNIS JARRARD, PLA
PROJECT MANAGER
M. BUDDE
QUALITY CONTROL
S. KOUGIAS
DRAWN BY
D. JARRARD, PLA

PROJECT NAME
TEXAS ROADHOUSE

MADISON, WISCONSIN

NWQ WATTS ROAD & S. GAMMON ROAD



PROJECT NUMBER
20191059.0

SHEET TITLE

SIGHT LINE STUDY

SHEET NUMBER

EX1

