

# AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** June 24, 2015

TITLE: 4210 East Washington Avenue – New  
Development in UDD No. 5, “Chick-fil-  
A.” 17<sup>th</sup> Ald. Dist. (37706)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: June 24, 2015

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Melissa Huggins, Tom DeChant, Richard Slayton, Cliff Goodhart and Sheri Carter.

## **SUMMARY:**

At its meeting of June 24, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new development in UDD No. 5 for “Chick-fil-A” located at 4210 East Washington Avenue. Appearing on behalf of the project were Tom Sanford, representing Henry Chen; Blair Carmosino, representing Woolpert, Inc.; Jason Hill, representing Chick-fil-A; Kim Freeman, Jonn Bergh, Ted Gerry and Sue Tiedt.

Three parcels will be developed for the restaurant. Since their last presentation the site circulation remains very similar with entrances off of Continental and East Washington Avenue. They have essentially created a custom building for this site. The long side of the building is facing the street to address massing issues, in conjunction with incorporation of an ornamental fence with brick pillars along the entire length of the drive-thru all the way to the east to help screen that, as well as picking up some of the brick elements to tie in. The primary entrance to the building is on the north side. They have continued a solid board on board fence to help maintain the screening from residential homes, and reduced the elimination of any plantings along the north side. An outdoor dining area has been incorporated with secondary sidewalk access from East Washington Avenue to integrate well with the building. An area inside the loop of the drive-thru lane will be maintained as open space that will serve a secondary purpose as a stormwater management area. Building material samples were shown.

Kim Freeman spoke in support of this development. She is a fan of the restaurant and follows what goes on with the company. She did work for them for three months and was impressed at how they treat their employees and customers. She shared an article about Chick-fil-A.

Jonn Bergh spoke in support. He has been waiting for Chick-fil-A to open in Madison. The food is great and healthy. He thinks the design is great and loves that there is a drive-thru.

Ted Gerry spoke as an owner of the Princeton Club which is nearby this development site. He stated that one of the first things he does when he visits Dallas, Texas is to stop at a Chick-fil-A. He has yet to find a person who doesn't like Chick-fil-A and he is excited to have them as a business neighbor.

Sue Tiedt spoke in support as a 30-year resident and business owner in this neighborhood. She sees this as a good employment option for teenagers in the neighborhood. There are many vacant properties in the neighborhood that have been targeted by graffiti. After visiting the west side Chick-fil-A, she was very impressed with how the property was treated and sees this as a positive presence in her east side neighborhood.

Comments and questions from the Commission were as follows:

- The rendering looking along East Washington Avenue heading west, where you see a lot of the transformer equipment, is there anything you can suggest to maybe screen that? I even noticed that on one of the renderings with the gas station in the foreground, it really seems to pop out. Maybe put an awning over that, I know it's not an entrance. I know you've tried hard to minimize the "back of the house" but maybe a canopy of some kind would put that in shadow and make it less obvious.
  - We can take a look at that, it's a little awkward of a spot to introduce a canopy.
  - We could try to introduce some landscape to try and soften it as well.
- Are there any rooftop penetrations that would require screening?
  - We do have rooftop equipment and we provided parapet wall screening.
- This should be a group of shrubs or hedges, rather than sod, along East Washington Avenue.
- Think about the cars waiting in line here, to put a major tree in these areas for shading.
- I like the overall species selection, there is concern that in this area you've got Junipers that will have trouble with the salt, and you've got Low Grow Sumac which will spread way beyond the area indicated. Have your landscape architect look at possibly switching those two.
- In your detention area, I'd like to see either a now-mow fescue or some type of rain garden species so you don't have to worry about mowing that area, that can be a nice aesthetic going around that circle, rather than just a mowed lawn.

### **ACTION:**

On a motion by Huggins, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL** with the finding that the UDD No. 5 provisions had been met. The motion was passed on a vote of (5-0). The motion provides that the applicant screen the transformer equipment and adjust the landscape plan according to comments, both of which can return to staff for administrative approval.

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 6.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4210 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	6	6	6	6	6	6	6

General Comments:

- Thank you for responding to previous comments. Screen/paint elect switch gear.