

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 25, 2011
TITLE: 2800 Block East Washington Avenue – New Construction, McDonald’s Restaurant in a “Planned Commercial Site” in UDD No. 5. 15 th Ald. Dist. (21363)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 25, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner, Melissa Huggins and Jay Handy.

SUMMARY:

At its meeting of May 25, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a “McDonald’s” restaurant in a Planned Commercial Site located in the 2800 Block of East Washington Avenue. Appearing in support of the project were Steve Jeske, John Brigham and Greg Rice. Jeske presented changes requested by the Commission, including the addition of greenspace at the non drive-thru portion of the building at 5-feet, the addition of a colored concrete pedestrian walkway, provided all angled parking on the north side, and distributed brick samples. Brigham noted address of concerns by the library with moving the building further away from the drive aisle; new monument signage and lighting of a remote parking to make it more usable to off-set the loss of some parking with the development of the restaurant. Upgrades to lighting will include replacing the wal-paks on the corners with more efficient lighting to meet City ordinances and make it a more friendly place to park after dark. Slayton inquired about security cameras; Brigham stated they would be open to studying that possibility. A traffic analysis study recommended a turn signal at Johnson and East Washington; City staff is not supporting this time of traffic movement. Slayton expressed concern with queuing and controlling the two lines of traffic. Rice stated it could be made a one-way out and one-way in and the double drive-thru reduces the queuing line. Barnett asked for clarification on truck movements anticipated on site and wondered about a traffic island to clarify circulation, Jeske noted that an island would block the garbage truck. A rumble strip would be helpful and would work with the site. Barnett also stated that if the applicant uses metal halide and the lighting meets code, it can be approved by staff. Smith expressed concern with the drive-thru and the possible pedestrian/vehicle conflicts, and inquired about a mountable curb. Jeske stated that causes concern for pedestrians tripping over the curb, and that this set-up is very typical of all McDonald’s restaurants. They feel the different colored concrete makes the pathways very clear. Slayton stated there are other things that could be done in the future if this becomes a problem. O’Kroley stated that the one-way traffic for the drive-thru feels much safer, and thanked the applicant for thoroughly discussing the Commission’s previous concerns. Rummel expressed concern with the Hermina Street driveway being blocked by loading trucks and wondered about a “no loading” sign.

ACTION:

On a motion by O’Kroley, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion passed with the following conditions:

- Proposed lighting shall be reviewed and approved by staff.
- All signage shall be reviewed and approved by staff including the Zoning Administrator; if variances are required, should return for approval.
- Recommend integration of the monument signage more strongly into the architecture; think about how the whole space can have a more modern feel with the signage.
- Continue to study the queuing line/traffic patterns.
- Look at putting in planters to create a space for people to be in rather than just the sidewalk, and study how that would connect to the walk and the library.
- No loading shall occur on the Hermina Street side of the building.

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 ratings for this project are 5, 5, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2800 Block East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	5	5	-	4	5	6
	-	-	-	-	-	-	-	6
	5	5	5	-	-	4	5	5
	5	6	6	5	-	5	5	5
	6	6	5	5	-	6	6	6

General Comments:

- Drive-thru is still a bit troubling.
- Appreciate effort to improve signage, lighting in Hermina Street parking lot, greenspace along sidewalk side of building and traffic circulation.
- Meets zoning and building codes but is the project necessary?
- Add lighting and cameras to remote lot. Lunch/dinner drive-thru traffic may cause queuing issues.
- As good as it gets for a McDonald's.