

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 8, 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: April 8, 2015

ID NUMBER:

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

**SUMMARY:**

At its meeting of April 8, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new development in UDD No. 5 located at 4210 East Washington Avenue for “Chick-fil-A.” Appearing on behalf of the project were Jason Hill, Chris Perry and Tom Sanford, all representing Chick-fil-A. The Secretary noted that Planning staff does have concerns regarding the amount of proposed parking and what the building, as it’s placed, in juxtaposition with parking would do to the East Washington Avenue frontage, and the fact that it doesn’t provide for a rhythm of development. The site is currently occupied by “Imperial Garden” Chinese restaurant and a semi-vacant office space. They propose replacing those with a single-story restaurant building. Many of their restaurants can be very popular and usually require an average of 70 parking spaces. Because of the strange lot configuration the parking field is a little bit broken up, while giving them an opportunity to create green pockets on the site. Staff’s concerns included the proximity of drive-thru activity to the residential buildings adjacent to the site, along with the fact that while the building was fronting East Washington Avenue with no parking or drive aisle between the building frontage and the street, the front did not have the majority of massing. To address those issues the drive-thru now “horseshoes” around and the pick-up window is now located on the easterly elevation with the larger width of the building massing along East Washington Avenue. This proposes some challenges related to massing and glazing requirements, but it gets the order points as far away from the residential as possible. They are also doing as much to maintain the landscape buffer between the building site and the adjacent residences. Projects that have developed to the west of this location have erected a wooden fence to delineate between residential areas and they are proposing to continue that fencing on their property. Access will come from the frontage road and flow one-way through the site. The trash enclosure will be well-screened. Landscape plans include green buffers throughout the drive-thru area and along the frontage road. The Secretary noted that if the existing landscaping along the backside buffer is to remain, the plants need to be identified, and a lighting and photometric plan will be required for their next review.

Comments and questions from the Commission were as follows:

- One of my concerns in this area is our policy to bring the building up to the street, but what we've got out there is mainly that put the back of the house operations on the streetside so there's no front actually facing the street.
  - We're struggling with that right now. Meeting the glazing standards is a challenge for us now. We have introduced a second vestibule onto East Washington Avenue and pushed one of our towers up to that corner to help give it prominence there. We can make the transoms real windows.
- You'll have to talk with Zoning about those issues.
- You could have translucent glass in the bathrooms because it would be up at 7-feet. As long as you can drop that sill down as much as you can without anybody's privacy being a concern. The service room could have the same treatment too.
- On the landscape plan you have these little bushes along here. Is that for screening the drive-thru?
  - Yes, and the headlights.
- It might be neat if you could pull it off, a continuation of the brick wall at this height here. Connects accent with landscaping and it could help bring the building mass across more of the frontage of the site. I don't know what the height would be, but enough to screen the headlights. You could use the columns somehow.
- I would encourage at a minimum you look at getting your main entrance on the west face of the building, which may mean if you took your building and rotated it so that the main entry were actually facing west, then you would have to locate your service window and drive-thru window along the northern wall of the building. But at least then you can get a sense of some activity from the street, and then all of your dining would be facing East Washington Avenue.
- They need that mass to meet the Zoning out there.
- You could add some vertical articulation around those windows to create some detailing so it doesn't look like the backside.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

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	7	6

General Comments:

- Carry brick wall in front of drive-thru stacking.