

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 24, 2015

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

REFERRED:

REREFERRED:

DRAFT

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: June 24, 2015

ID NUMBER:

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
Member Ratings	6	6	6	6	6	6	6	6

General Comments:

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

**CITY OF MADISON
INTERDEPARTMENTAL
CORRESPONDENCE**

Date: July 13, 2015

To: Plan Commission
From: Jenny Kirchgatter, Assistant Zoning Administrator
Subject: 4210 East Washington Avenue

Present Zoning District: CC-T (Commercial Corridor- Transitional)

Proposed Use: Demolish a restaurant and office building to construct restaurant with vehicle access sales and service window and an outdoor eating area.

Conditional Use: Section 28.061(1): Vehicle access sales and service windows is a Condition Use.

Section 28.061(1): Outdoor eating area associated with food and beverage establishment is a Conditional Use.

Plan Commission Review: Section 28.185: Demolition of principal buildings requires Plan Commission approval.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project): None.

GENERAL OR STANDARD REVIEW COMMENTS

1. Sec. 28.185 (7)(a)5. requires that if a demolition or removal permit is approved, it shall not be issued until the reuse and recycling plan is approved by the Recycling Coordinator, Mr. George Dreckmann. (608-267-2626).
2. Sec. 28.185 (10) Every person who is required to submit a reuse and recycling plan pursuant to Sec. 28.185(7)(a)5. shall submit documents showing compliance with the plan within sixty (60) days of completion of demolition.
3. Section 28.185(9) (a) A demolition or removal permit is valid for one (1) year from the date of the Plan Commission approval.
4. Per section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than ten thousand (10,000) square feet in size must be prepared by a registered landscape architect. Submit the landscape plan and landscape worksheet

stamped by the registered landscape architect with the final plan submittal.

5. Landscaping must comply with section 28.142(5) Development Frontage Landscaping. If ornamental fencing is provided to meet development frontage landscape requirements, submit a detail of the fence.
6. Bike parking shall comply with City of Madison General Ordinances Table 28I-3 and section 28.141(11) Bicycle Parking Design and Location. Provide a minimum of nine (9) bicycle parking stalls in a safe and convenient location on an impervious surface to be shown on the final plan. As shown on the submitted plans, landscaping and the outdoor eating area obstruct access to the proposed bike rack location. NOTE: A bike-parking stall is two feet by six feet with a five-foot wide access area. Provide details of bike rack on the final plan sets.
7. Provide a detail of the proposed district boundary screening fence adjacent the northwest property line. Screening shall be provided along side and rear property boundaries between commercial/ mixed-use districts and residential districts. Screening shall consist of a solid wall, solid fence, or hedge with year-round foliage, between six (6) and eight (8) feet in height.
8. Provide a detailed calculation showing that the building façade facing East Washington Ave meets section 28.060(2)(d) Door and/or Window Openings requirements.
9. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 Sign Codes of the Madison General Ordinances and Chapter 33 Urban Design District ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.

CC-T ZONING CRITERIA

Requirements	Required	Proposed
Max. Front Yard Setback	25' maximum	9.4'
Side Yard Setback	One-story: 5' Two-story or higher: 6'	Adequate
Rear Yard Setback	20'	Adequate
Maximum Lot Coverage	85%	65%
Maximum Building Height	5 stories/ 68'	1 story

Site Design	Required	Proposed
Number Parking Stalls	40% of capacity of persons maximum: 186 persons (74)	72
Accessible Stalls	Yes	3
Loading	No	No
Number Bike Parking Stalls	5% of capacity of persons: 186 persons	10 (6)

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	(9)	
Landscaping	Yes	Yes (4)(5)(7)
Lighting	Yes	Yes
Building Forms	Yes	Yes (Free-Standing Commercial Building) (8)

Other Critical Zoning Items	
Urban Design	Yes UDD 05
Floodplain	No
Barrier Free (ILHR 69)	Yes
Utility Easements	Yes