

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 19, 2007
TITLE: 3051 East Washington Avenue – Demolition and New Construction of a Restaurant in UDD No. 5. 15 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 19, 2007	ID NUMBER:

Members present were: Paul Wagner, Chair; Jay Ferm, Richard Slayton, Bruce Woods, and Marsha Rummel, Lou Host-Jablonski and Todd Barnett.

SUMMARY:

At its meeting of September 19, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** for the demolition and new construction of a restaurant. Appearing on behalf of the project were Mike Mead, Michael Mangin, and Dace Zeps. Mead provided an update to the Commission relevant to subsequent communications and meetings with the Worthington Park Neighborhood Association following the project's referral. He noted a meeting with representatives of the Worthington Park Neighborhood Association, as well as the adjacent property owner, the Salvation Army held August 28, 2007. He reported on neighborhood concerns relevant to pedestrian access across the main drive aisle entry to the site in regards to conflicts with the drive-up queuing, vehicular circulation and parking. He detailed the addition of a sidewalk adjacent to the curb to Darbo Drive to facilitate pedestrian access and the enlargement of an outdoor seating area. He noted a request for fencing to create a barrier to eliminate pedestrian access would be considered in the future based on neighborhood input. Wagner referenced a memo written by Dace Zeps, interim vice president of the Worthington Park Neighborhood Association submitted to the Commission voicing support of the project. A detailed presentation of the plans featured the following:

- The closing of driveway access to the frontage road as previously requested by staff consistent with provisions of the neighborhood plan.
- The elevations have been modified to resolve issues relevant to the signable area at the front of the building while still maintaining clearstory windows on its side elevations below the barrel vaulted roof.
- A reiteration of McDonald's commitment to work with the neighborhood relevant to pedestrian access and safety with further consideration for landscaping and fencing to provide safety for pedestrians based on actual pedestrian looping patterns on the site.

Following the presentation the Commission noted the following:

- Check out the current demand for bike parking and provide more as it evolves with the development of the new facility.
- The proposed diagonal surface parking is still going the wrong way, in addition to the site still featuring too much pavement. In regards to this issue staff noted that the site plan based on our input by various

staff, Traffic Engineering and Planning features a remarked reduction in hard surface, as well as proposed parking. The site plan as proposed provides for the adherence to the requirements for truck circulation, drive-up access and other provisions required by reviewing agencies where additional reductions may not be possible in order to accommodate the need for more pervious green areas. Staff recommended as a condition of approval that the applicant, in conjunction with both Traffic Engineering and Planning staff could meet to further review the need to eliminate excessive pavement to provide for more green amenities on the site, at the same time still maintain adherence to minimum City standards in regards to vehicular circulation and parking.

ACTION:

On a motion by Slayton, seconded by Wood, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-2) with Rummel and Barnett voting no. The motion required that the applicant meet with staff to attempt to refine the site design and layout to minimize asphalt and provide more greenspace in consultation with Slayton.

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, 5.5, 6, 6/7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3051 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	4	7	6	6	6	4	6	5
	5	6	5	-	-	5	-	5
	-	-	-	-	-	-	-	7
	6	7	7	6	-	6	6	6/7
	6	5	5	-	5	6	6	5.5
	5	6	6	6	6	5	6	6

General Comments:

- Site planning details seem unresolved—insufficient pavement.
- Nothing changed in last two presentations – drive aisles too wide, too much pavement, not enough landscaping that softens the sea of asphalt.
- Tough, important site – applicant has been very responsive to neighborhood and commission input.