

GALWAY COMPANIES

August 23rd, 2023

City of Madison Plan Commission
215 Martin Luther King Jr. Blvd.
Madison WI 53703

Re: 1609 S. Park Street-Application for initial and final approval of a proposed Starbucks Coffee café.

Please find enclosed an application for initial and final approval of a proposed Starbucks Coffee Café as a re-use of the former Arby's restaurant at 1609 S. Park Street. The site is currently improved with an older building consisting primarily of an EIFS façade. Our proposal consists of investing into the building with more sustainable and longer lasting materials that will improve the longevity of the building.

As part of our proposal we have had several meetings with the alder for this district, the Bay creek neighborhood association, friends of Park Street, and South Metropolitan planning council. Throughout this process we have listened to concerns, comments and input from these associations and incorporated as much feedback as possible. As a summary the primary concerns/and or comments we have heard from these associations include the following:

-Starbucks is not part of a workers union. While we can appreciate this concern we are a landlord interested in leasing this building to Starbucks. We are not involved in the operation of the store.

-Concern on access through Beld Street. We have worked with traffic engineering on this proposal (through our development assistance team meeting) and addressed the traffic. We are not adding any additional curb cuts or access points along Beld Street which currently do not exist. There will be two points of access off of Beld Street. One point will be from the North entrance of J&K Securities and the other point South in line with our site. We have worked with traffic engineering and listened to neighbors request to restrict traffic from entering the drive through at the west end of the property. We have accommodated that request. There will be an easement to all cross access and overflow parking between the three properties.

-Competition among other coffee shops and request for more local business: We listened to the comments from many in the neighborhood and business association meetings. There were some residents against a national chain who could potentially come in and take business from a local coffee company. We received a copy of the attached email from Linsey Lee (owner of Cargo Coffee) indicating the addition of Starbucks would potentially "help" Cargo Coffee and continue attracting other restaurants and retailers to this neighborhood of Park Street to allow continue revitalization.

Proposal Summary:

The remodel of the existing building to a café will have a proposed +/- 2,938 SF drive-thru only. Crosswalks, and enlarged hardscape remain in design to provide flexibility for Starbucks to potentially include walkups in the future. The proposed hours of operation will be from 5am-9pm (may vary on weekends). The café anticipates employing 25-30 persons with 4-6 employees per shift.

The project plans to start constructions as soon as approved. Anticipated start will be end of the summer 2023 or fall with a finish time in the late winter early spring 2024.

800 W Broadway, Suite 400
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Architect: Logic Design and Architecture, Inc.
Civil Engineer/Landscape: Professional Engineering, LLC
Structural Engineer: Pierce Engineers, Inc.

Urban Design District 7 Guidelines

1. Building Setbacks and Orientation

- Reusing existing building and meets requirements.

2. Building Massing and Articulation

- Reusing existing EIFS building façade. Have four sided upgraded elevations to meet new branding.
- Increased parapet heights.
- Added upgraded materials to create differences in elevations planes vertical and horizontal.
- Increased glass added to front/pedestrian façade.

3. Building Height

- Increased parapets and tower elements added to existing one story structure with different vertical heights for façade enhancement.

4. Window and Entrances

- Added glass to front façade and removed existing screen wall to expose windows under canopy. Will be clear glazing at storefront.

5. Materials and Colors

- Existing building 90% EIFS has been reduced by adding storefront glazing added, brick added, fiber cement siding with natural wood look, break metal bands, and steel/break metal wrapped awning.
- Colors compliment neighbors and meet Starbucks current branding.

6. Signage

- Signage shown conceptual and final signage will be submitted at a later date for review/approval to meet requirements by sign vendor/tenant.

7. Parking and Service Areas

- Reusing existing parking lot and modified per direction of DAT meeting and working with the city.

8. Landscaping and Open Space

- New landscaping meets requirements.

9. Site Lighting and Furnishings

- Proposed site lighting added with the existing site lighting.
- Bike parking added near pedestrian island per DAT meeting direction.

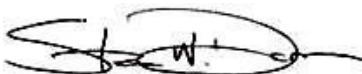
10. Badger Road Area

- Reusing existing building and updating as mentioned in previous sections to improve the existing building and site.

11. – 13. N/A

Thank you in advance for your consideration of our request.

Sincerely,



Steve Doran, Galway Companies, Inc.

800 W Broadway, Suite 400
Madison, WI 53713

www.galwaycompanies.com

From: [Lindsey Lee](#)
To: [Urban Design Comments](#)
Subject: 1609 S. Park Street (Agenda item #2)
Date: Tuesday, July 25, 2023 12:57:52 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Plan Commission,

I am writing you to state my opposition to a drive-thru-only restaurant on South Park Street.

First, let me acknowledge that I am wearing multiple hats in commenting on this proposal.

On April 28, writing as the owner of Cargo Coffee, located at 1309 S. Park Street, I did respond to concerns raised on the Bay Creek Neighborhood listserv that a Starbucks opening down from us would potentially hurt our business. I responded that while I appreciated the concern and support, I am quite positive that Cargo will be just fine. My main reason for believing this is that Park Street is becoming a much more prosperous place with many more people living and visiting our corridor. The proverbial pie is getting larger.

The developer of the property at 1609 South Park Street, where the proposed Starbucks would be located, noted my comments in their application. (And, as you know, the members of the Urban Design Commission and other land use decision makers for the City of Madison can not factor in how existing businesses might be affected by new competition when considering their applications.)

But, over the past twenty-two years, I have also worn other hats beyond just being a retail business owner on Madison's south side. These include: I served on the Urban Design Guidelines advisory group; I was a member of Park Street Partners, including serving as president; and I was a member and chaired the meetings of the Wingra BUILD Study Group.

There have been many other ways in which I have been active in helping to plan and encourage the development of a great new Park Street. I am proud that we are now well on our way and that this planning work is paying off.

A common theme of this work over the past quarter of a century is that Park Street should not be just an auto thoroughfare that turns its back on the neighborhoods that are connected by it. Instead, new development should be more dense, less exclusively auto-focused, and contribute to Park Street becoming a more dynamic, walkable urban center.

Obviously, this proposal does not help with achieving those goals. Instead, it would create a precedent for drive-thru-only restaurants on Park Street. (And, other similar streets in Madison.) This precedent would allow other existing fast-food restaurants on Park Street to transition to this car-centric business model, and for new drive-thru-only ones to be built.

Over multiple years, Park Street Partners, the Urban Design Guidelines advisory group, the Wingra BUILD study group, etc. did work to discourage such outcomes for Park Street. By allowing this drive-thru-only concept to take root you would be negating the work of many individuals who came together to envision a better Park Street.

Thank you for your service,

Lindsey Lee

Sent from my mobile phone