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May 4, 2023

Ms. Heather Stouder
Director, Planning Division
City of Madison Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste. 017
Madison, WI 53703

Re: Letter of Intent – Land Use Application Submittal

4687 Verona Road

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Project Team

Owner: McDonald's USA, LLC
Architect: Lingle Design Group, Inc.
Civil Engineer: KL Engineering, Inc.
Landscape Architect: Design Studio Etc., LLC

Introduction:

The development proposal consists of demolishing the existing building and parking lot located at 4687 Verona Road and constructing a new parking lot and restaurant building that would continue to operate as a McDonald's restaurant. The proposed building would contain 4,049 gross square feet of floor space with one story. 27 parking stalls are proposed on the site, with two of those meeting ADA requirements for accessible parking stalls. Six bike parking spaces provided via bike racks are proposed. The parcel is zoned CC, no changes to zoning are proposed. The Owner is applying for a conditional use permit for the proposed drive-through. Vehicle access sales and service windows are an allowable conditional use for the CC zoning.

Demolition

The existing McDonald's building is outdated and is nearing the end of its useful life. A demolition permit is requested with the conditional use permit. Removing the existing building and replacing it with a new McDonald's building will improve the aesthetics of this currently outdated and aging building.

Project Description

The proposed development includes a new McDonald's building, a parking lot with 27 parking spaces total and two ADA accessible spaces. Six bicycle parking spaces are proposed. The building would contain 4,049 square feet of floor space to be used for foodservice. A side by side drive through would provide additional queuing space over existing, and reduce the likelihood of queue spillback onto the public roadway network.

Access to the development parcel is currently provided via one full access driveway on the Verona Road Frontage Road and one full access driveway on Red Arrow Trail. The proposed reconstruction would remove access from the Verona Road Frontage Road with a final configuration that includes two full access driveways located on Red Arrow Trail.

City and Neighborhood Input

The project team has met with City staff multiple times to discuss this project including a DAT meeting on 5/26/22, a DAT meeting on 8/25/22, and an on-site meeting on 9/22/22. Notifications to Alder Yannette Figueroa Cole and Allied Dunn's Marsh Neighborhood Association on 3/31/23. A demolition notice using the City's Demolition Listserv demolition notification we tool was made on 5/1/23. A waiver has been requested from Alder Yannette Figueroa Cole to waive the 30-day notification requirement so that this land use application may be accepted by the May 15th deadline for consideration in front of the Plan Commission at the 6/26/23 meeting.

Conditional Use Approvals

A conditional use permit is requested with this application for the proposed drive-through.

Project Data

Current Zoning: Commercial Center District

No zoning changes are required

Demolition permit is required

Aldermanic District 10: Alder Yannette Figueroa Cole

Total Building Area: 4,049 square feet

Total Parking: 27

Height: 1 story

Total Bike Stalls: 6

Total Area: 0.94 ac

Density: 4,305 sf/ac

Impervious Area: 30,300 sf

Stormwater Management

The site currently drains to the northwest. The site currently does not have any bioretention or infiltration systems. A Stormwater Management Plan outlining measures proposed to improve the stormwater protection for the site and properties surrounding it.

Project Schedule

Previous

DAT Meeting #1: 5/26/22

DAT Meeting #2: 8/25/22

Site Meeting: 9/22/22

Land Use Submittal: 5/5/23

Upcoming/Proposed

Plan Commission: 6/26/23

Begin Construction: 8/1/23

Complete Construction: 11/1/23

Thank you for the opportunity to submit this proposal for review. We look forward to working with you and your staff.

Sincerely,

Kevin C. Wehner
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