

## AGENDA # 6

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** May 6, 2009

TITLE: 418 South Gammon Road (West Towne Mall) – Alteration to a Planned Commercial Site Exceeding 40,000 Square Feet of Retail Space for the Construction of a Longhorn Steakhouse. 9<sup>th</sup> Ald. Dist. (13787)

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

DATED: May 6, 2009      **ID NUMBER:**

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Members present were: Bruce Woods, Richard Wagner, Dawn Weber, Todd Barnett, Jay Ferm, Richard Slayton, Mark Smith, John Harrington and Marsha Rummel.

### **SUMMARY:**

At its meeting of May 6, 2009, the Urban Design Commission **GRANTED INITIAL APPROVAL** of an alteration to a Planned Commercial Site located at 418 South Gammon Road. Appearing on behalf of the project was Jack Degagne, representing Darden Restaurants. Degagne presented revisions to the plan as previously noted by the Commission as follows:

- The signage package provides for the development of four building signs without a ground or monument sign.
- The site has been redesigned to address the Commission's previously stated concerns about the lack of a functional drop-off and visible entry to the building.
- Degagne also emphasized changes to the landscape plan.

Following his presentation the Commission noted the following:

- If 83 parking stalls are required and 104 provided, consider cutting back.
- The four canopy trees proposed along Gammon Road have a mounding branch pattern; need to be more upright.
- Tree islands should have two trees such as double Honey Locust and Linden. In addition, add a tree island to the southwesterly bay of surface parking stalls.
- The lighting plan conflicts with tree location in islands; need adjustment.
- Add a tree and additional landscaping to islands along Gammon Road and feature no amenities.
- The site's three entrances on the ring road a problem with traffic flow. Consider elimination of the southerly driveway entry.
- Reconfigure to eliminate the southerly driveway entrance off of the ring road in order to pick up stalls and add a south/north drive aisle to the reoriented parking arrangement.
- Building is OK as relocated but suggest looking at compact stalls along the south edge of the property including lining with trees between parking lot and mall entry.

- All windows are to be vision.
- Resolve any issues with the signage package's consistency with provisions of the Street Graphics Ordinance.

**ACTION:**

On a motion by Harrington, seconded by Barnett, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (8-1) with Ferm voting no. The motion required the landscaping in the parking lot as noted with closing off of the most southerly driveway entry off of the mall road, along with the provision of more trees on site and along the West Towne Mall road, along with the removal of the monument sign from the plans, as well as resolve issues with the logo wall signage's consistency with the Street Graphics Ordinance.

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, 6, 6, 6 and 6.5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 418 South Gammon Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	5	5	-	-	5	5	5
	-	-	-	-	-	-	-	6
	-	6	5	-	-	6	-	5
	5	6	5	-	6	5	5	5
	-	-	-	-	-	-	-	6
	6	6	5	-	-	6	5	6
	7	6.5	6	6	6	6	-	6.5

General Comments:

- Somewhat better use of mall outlot but too much parking. Architecture is handsome.
- Site plan is much improved. Additional windows at entry are appreciated.