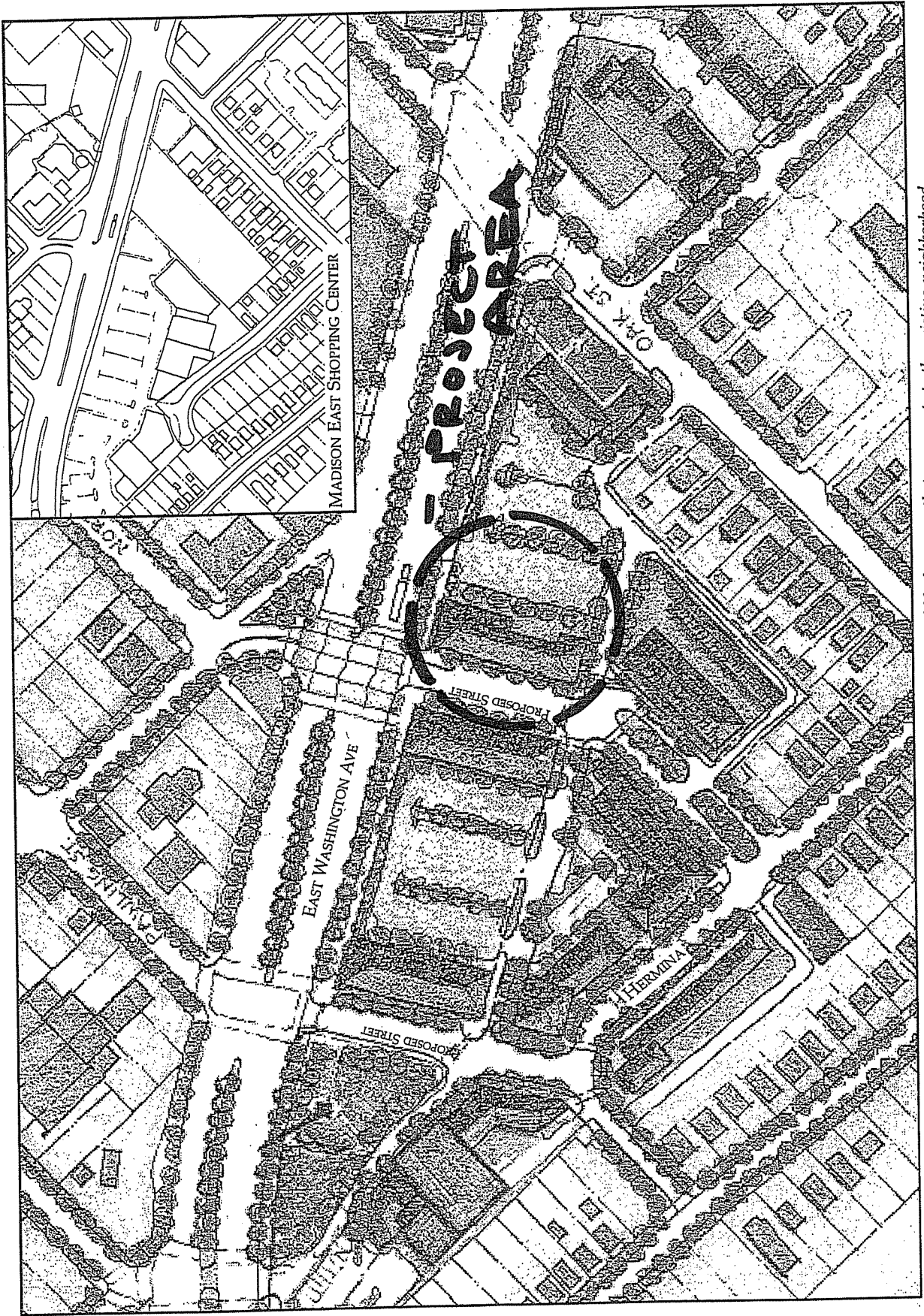


EXCERPT FROM:
OLD EAST SIDE MASTER PLAN



A redeveloped Madison East Shopping Center is based on a street and block pattern that reconnects to the existing neighborhood.

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 25, 2011

TITLE: 2800 Block East Washington Avenue –
New Construction, McDonald’s Restaurant
in a “Planned Commercial Site” in UDD
No. 5. 15th Ald. Dist. (21363)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 25, 2011

ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner, Melissa Huggins and Jay Handy.

SUMMARY:

At its meeting of May 25, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a “McDonald’s” restaurant in a Planned Commercial Site located in the 2800 Block of East Washington Avenue. Appearing in support of the project were Steve Jeske, John Brigham and Greg Rice. Jeske presented changes requested by the Commission, including the addition of greenspace at the non drive-thru portion of the building at 5-feet, the addition of a colored concrete pedestrian walkway, provided all angled parking on the north side, and distributed brick samples. Brigham noted address of concerns by the library with moving the building further away from the drive aisle; new monument signage and lighting of a remote parking to make it more usable to off-set the loss of some parking with the development of the restaurant. Upgrades to lighting will include replacing the wal-paks on the corners with more efficient lighting to meet City ordinances and make it a more friendly place to park after dark. Slayton inquired about security cameras; Brigham stated they would be open to studying that possibility. A traffic analysis study recommended a turn signal at Johnson and East Washington; City staff is not supporting this time of traffic movement. Slayton expressed concern with queuing and controlling the two lines of traffic. Rice stated it could be made a one-way out and one-way in and the double drive-thru reduces the queuing line. Barnett asked for clarification on truck movements anticipated on site and wondered about a traffic island to clarify circulation, Jeske noted that an island would block the garbage truck. A rumble strip would be helpful and would work with the site. Barnett also stated that if the applicant uses metal halide and the lighting meets code, it can be approved by staff. Smith expressed concern with the drive-thru and the possible pedestrian/vehicle conflicts, and inquired about a mountable curb. Jeske stated that causes concern for pedestrians tripping over the curb, and that this set-up is very typical of all McDonald’s restaurants. They feel the different colored concrete makes the pathways very clear. Slayton stated there are other things that could be done in the future if this becomes a problem. O’Kroley stated that the one-way traffic for the drive-thru feels much safer, and thanked the applicant for thoroughly discussing the Commission’s previous concerns. Rummel expressed concern with the Hermina Street driveway being blocked by loading trucks and wondered about a “no loading” sign.

ACTION:

On a motion by O’Kroley, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion passed with the following conditions:

- Proposed lighting shall be reviewed and approved by staff.
- All signage shall be reviewed and approved by staff including the Zoning Administrator; if variances are required, should return for approval.
- Recommend integration of the monument signage more strongly into the architecture; think about how the whole space can have a more modern feel with the signage.
- Continue to study the queuing line/traffic patterns.
- Look at putting in planters to create a space for people to be in rather than just the sidewalk, and study how that would connect to the walk and the library.
- No loading shall occur on the Hermina Street side of the building.

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, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2800 Block East Washington Avenue

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

General Comments:

- Drive-thru is still a bit troubling.
- Appreciate effort to improve signage, lighting in Hermina Street parking lot, greenspace along sidewalk side of building and traffic circulation.
- Meets zoning and building codes but is the project necessary?
- Add lighting and cameras to remote lot. Lunch/dinner drive-thru traffic may cause queuing issues.
- As good as it gets for a McDonald's.

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 16, 2011
TITLE: 2800 Block East Washington Avenue – New Construction, McDonald’s Restaurant in a “Planned Commercial Site” in UDD No. 5. 15 th Ald. Dist. (21363)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 16, 2011	ID NUMBER:

Members present were: Mark Smith, Dawn O’Kroley, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

At its meeting of February 16, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction located in the 2800 Block of East Washington Avenue in Urban Design District No. 5. Appearing on behalf of the project were Mike Mead, Greg Rice and John Brigham. Appearing in opposition was David Wallner, representing the Madison Library Board. Mead shared the McDonald’s proposal to relocate their current site about three blocks to the southwest. He presented the site plan showing where the new restaurant would be located within the shopping center. He described the circulation pattern for traffic for the drive-thru. The building will have about 70 seats with about 50 parking stalls. More traditional construction is proposed for this restaurant, rather than the prefab materials McDonald’s traditionally uses. The project includes stone façade and brick along the sides and back of the building.

Staff explained that this project is within the East Washington Avenue, Old Eastside Master Plan and calls for infill opportunities for the shopping center that would address the street and provide pedestrian access from the sidewalk.

David Wallner spoke as Vice President of the Library Board. He distributed a letter from their board president that addresses this project. The board is quite concerned about this project in areas such as lack of visibility from East Washington Avenue and may diminish the Library’s presence; traffic access coming in and out, loss of parking, the safety of pedestrians, and their customers not having to walk a long way to get to the library. This area is already difficult for ingress and egress. Adding 1,000 more cars per day to that total is very worrisome.

Ald. Larry Palm, who represents this area (District 15) spoke of neighborhood meetings, a traffic study and concerns of the area residents. He mentioned that pedestrian movement within the shopping center is of some worry to residents of the neighborhood.

Comments from the Commission are as follows:

- Concern with pedestrians having to enter and exit the building through the drive-thru queue.

- Look at putting more tree islands in.
- Reduce conflicts with cars and pedestrians at front patio/parking area; provide an attractive barrier of some kind.
- I worry about people just wandering into the path of these cars. You need to come up with some kind of attractive barrier.
- I like that you're not using something that's premade. That being said, this is a corporate design. What it looks like the designer is trying to do here is that the brick and stone of the building have collided. It's odd that you have brick up here and the stone building isn't really a stone building at all. You've got two façades here; needs resolution, needs consistency in design and you have a responsibility to have a four-sided building. I would urge you to correct that.
- Your awnings are good, they provide something. But some are cantilevered, another doesn't relate to anything on that side of the building. Drop logo down on front right vertical column to align with top of awnings or eliminate or match to height of awnings; in general features need to be calmed down.
- I like the material choices you have.
- It needs to be calmed down and tightened up a little bit.
- Add greenspace to queuing area.
- Get trees in islands especially near and in distributed areas under control of the applicant.
- Provide a southerly buffer that puts in large trees to screen and diminish impacts. Need to see complete signage package.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

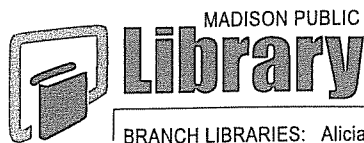
After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 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 4 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2800 Block East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	6	-	-	-	4	6	5
	3	-	-	-	-	-	-	4

General Comments:

- Pedestrian access thru drive-up land needs resolution. Consider bike parking area capacity.
- Poorly sited in relation to the existing shopping center – it is just too prominent.



June 7, 2011

City of Madison Plan Commission
c/o Kevin Firchow
Department of Planning and Community and Economic Development
215 Martin Luther King Jr. Blvd., Rm. LL 100
Madison, WI 53703

Dear Members of the Madison Plan Commission,

At its meeting on June 2, 2011, the Madison Public Library Board reaffirmed its opposition to the proposed project to construct a McDonald's in the Madison East Shopping Center at 2705 East Washington Avenue. The Library has a presence—the Hawthorne Branch—located in this shopping center, and has several concerns about the possible negative impacts upon library services and pedestrian safety that may result should a McDonald's be built on the site. (The Madison Public Library Board sent an initial letter of opposition to the Planning Department on July 19, 2010, following a brief presentation to the board by John Brigham of Lee & Associates about the proposed project on July 8, 2010. The Madison Public Library Board subsequently opposed the proposal in a letter dated March 9, 2011, and at meetings of the Urban Design Commission.)

The Madison Public Library Board concerns about the proposed project include:

- **Pedestrian safety and increased car traffic**
McDonald's traffic will increase the volume of cars entering and exiting the shopping center at the entrance closest to the library (across from Pawling Street). In a May 18th letter the Urban Design Commission, the Madison East Shopping Center Partners dismissed the Library's concern, citing a traffic analysis study. In a public meeting about the proposal on January 31, 2011, the traffic consultant who authored the study estimated that the proposed McDonald's would increase parking lot traffic during peak times by roughly 60 vehicles per hour. The Library therefore remains acutely concerned about increasing car traffic around a service heavily used by pedestrians, cyclists, and children. The Hawthorne Branch had more than 200,000 visits in 2010, an increase of 8.3% over the prior year. In addition to safety concerns, the Library is apprehensive about the potential impact increased traffic may have on the time it takes to return a book in the library's busy bookdrop—more than 528,000 items were checked in at the Hawthorne Branch in 2010.
- **Reduced visibility of the Hawthorne Branch**
The proposed site of the McDonald's would significantly reduce visibility of the library from East Washington Avenue. Several of the communities served by the

Hawthorne Branch are highly transient, and it is critical that the library remain easily discoverable by residents. While the Landlord would support new lighted signage for the Library, this solution would require the Library to expend approximately \$10,000 to \$15,000. The most recent site plan includes a new monument sign for the shopping center that would include a small sign for the Library, but it is unclear whether this alone would offset the reduced visibility of the branch.

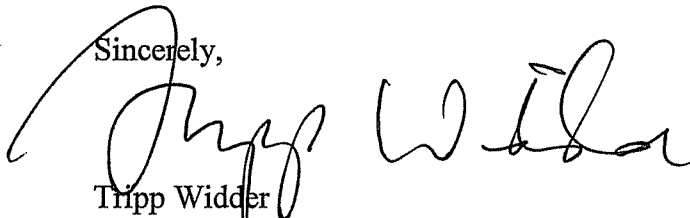
- **Loss of parking**

The proposed site would eliminate dozens of parking spots close to the library. In addition, many of the spots that remain will be in use by McDonald's customers, forcing many library patrons to park considerably further away from the library than they do now. This inconvenience will be particularly acute for patrons with small children, those who borrow heavily from the library, and staff. (Staff members typically leave closer spots for patrons, and walk to their vehicles after closing time. While there is additional parking in the lot behind the mall, it is poorly lit and employees elect to not park there for safety reasons.)

Collectively, we believe these factors would significantly decrease use of the branch and, in turn, hinder the library's extremely positive impact upon the East side communities it serves. On February 23, 2011, Library management met with representatives from Lee & Associates in regards to the concerns detailed above. There was discussion of changes to the proposal that might mitigate impact to the library and its patrons, including new signage on the street, lighting of existing signage, dedicated parking, and lighting of the rear parking lot. While subsequent modifications to the project might marginally reduce some of the negative impacts described above, the Board continues to oppose the project.

Construction of the project as proposed will, we believe, result in reduced usage of the library which in turn will mean less assistance with employment, fewer opportunities for youth and adults, reduced access to the internet, and adverse impacts upon literacy. As a result, if the project is approved, the Library Board will consider alternative sites for the Hawthorne Branch Library.

Sincerely,



Tripp Widder
President, Madison Public Library Board

TW/cs

Firchow, Kevin

From: shaheen sutterwala [sutterwa@gmail.com]
Sent: Thursday, June 09, 2011 8:59 PM
To: Firchow, Kevin
Subject: Proposed McDonalds at Madison East Shopping Center

Follow Up Flag: Follow up
Flag Status: Flagged

To members of the planning commission,

We live in the neighbourhood and have a young child. We are already concerned about pedestrian safety and don't want increased traffic because of a drive thru McDonalds. Additionally, there is already a McDonalds 2 blocks down East Washington so we are unclear why we need another one.

Yours,
Shaheen Sutterwala and Jamie Steckelberg.

Firchow, Kevin

From: betsy meter [elizabetsymeter@yahoo.com]
Sent: Thursday, June 09, 2011 3:39 PM
To: Firchow, Kevin
Subject: McDonald's

Follow Up Flag: Follow up
Flag Status: Flagged

Hi

I am a resident of the neighborhood near the Eastside shopping center. I am opposed to the construction of the McDonald's for a number of reasons.

A new drive thru will undoubtedly increase traffic on Oak and Hermina streets significantly. Decreasing safety on these streets decreases quality of life for us. The shopping mall traffic is already difficult for pedestrians to navigate. Increasing traffic and pedestrians walking through the parking lot is a recipe for disaster. The drive thru will be open later at night than anything else in the shopping mall currently is--this means more noise from traffic around the clock.

I agree that this shopping mall is aged and that we should aim for more urban infill. I do not agree that this is how we should be going about it. Putting a McDonald's in the parking lot of a 50 year old shopping mall does nothing for the us aesthetically or otherwise. To me, the great thing about the city of Madison is to think long term and think big. I work in the Sequoya Commons shopping center on Midvale Ave. The change of that shopping center from outdated strip mall to a pedestrian friendly gathering place has been a huge asset to that neighborhood and it is a bustling hub every day. I realize that we are not as affluent at the Westmorland neighborhood but we are an up and coming neighborhood full of families and with a strong sense of community. I'd love to see this trend continue. Please help make this a better, not worse place to live.

For the sake of our neighborhood and everyone that uses the library and stores I ask you to consider something better and deny this McDonald's plan.

Sincerely,
Betsy Meter Brooks
2814 Union St
251-1161

Firchow, Kevin

From: C Debevec [kashkakat@gmail.com]
Sent: Wednesday, June 08, 2011 10:00 PM
To: Firchow, Kevin
Subject: REJECT MCDONALDS PROPOSAL please

Follow Up Flag: Follow up
Flag Status: Flagged

Hello, I can't believe this proposal is seriously being considered. Isn't there some way just to say NO right off the bat to ideas that are so ill conceived? Why are we wasting taxpayer dollars on even entertaining this idea.

First of all - I assume all that parking was put there because the city required X number of parking spaces. I seem to remember people wanting more trees and green space. So why now suddenly can we eliminate at least 1/4 of it? That parking lot is usually pretty full, and also bear in mind that there is quite a steady, relentless flow of traffic in and out of there - its not like other malls, where people might park and then shop for 2 hours. This is mostly short term, in and out. (Walgreens, Blockbuster, etc.) So then you want to add this OTHER stream of traffic circulating thru that parking lot? Good grief.

Secondly, I'm not convinced that their loss of business is due to a bridge being there. It seems obvious to me that with there now being so many good food choices around there, maybe people simply don't want to go there. The city already gave them \$300,000. We don't owe them anything else. That should make a good down payment on one of the MANY vacant or under-utilized properties up and down East Washington. Heck, they could just buy that grungy old Burger King next door and have at it.

Lastly, there is the issue of esthetics. We finally got something half way attractive and half-way neighborhood oriented. It's nothing hoity toity, it's just a nice simple shopping center that will look all the better once the trees get taller. Removing the trees and sticking ANOTHER car oriented drive through business right smack in the middle of it - thus adding MORE noise, MORE commotion, MORE exhaust fumes - all that would really diminish the quality of this being a neighborhood place you'd want to walk to, as so many of us now do.

THANK YOU

Cathy Debevec
1885 E Main (but I use library & some of the businesses around there frequently - eg blockbuster, walgreens, wisconsin vision, etc.)

Firchow, Kevin

From: Ethington, Ruth on behalf of Planning
Sent: Thursday, June 09, 2011 6:50 AM
To: Parks, Timothy
Subject: FW: Brad Re: McDonald's

From: rondo chorus.net [mailto:rondo@chorus.net]
Sent: Wednesday, June 08, 2011 10:27 PM
To: Planning
Subject: Brad Re: McDonald's

I live near East Madison Shopping and use Burger King and Bubs for hamburgers. I do not want McDonalds to crowd out their businesses. Also, I am a frequent Hawthorn library user and the traffic and congestion getting to their front door is already too much.

Ron Schutz
133 Division St.

Firchow, Kevin

From: Ethington, Ruth on behalf of Planning
Sent: Thursday, June 09, 2011 6:49 AM
To: Parks, Timothy
Subject: FW: [SASYNA-Discussions] Thursday East Washington McDonald's Comments Due

From: tim wong [mailto:twong48@gmail.com]
Sent: Thursday, June 09, 2011 2:59 AM
To: Planning
Cc: sasyna-discussions
Subject: Fwd: [SASYNA-Discussions] Thursday East Washington McDonald's Comments Due

I hope this is the correct place to send comments. If not, could you please let me know and/or forward them to the proper place.

Here are my comments:

I oppose the move of the McDonald's to the East Madison shopping center. In part, this is because I think the "food" McDonald's serve is not fit for human consumption--too much meat, too much grease, too little nutrition. But I what mostly oppose is the proposed "drive-through" for the new McDonald's. It simply astonishes me that with the carbon dioxide concentration in the atmosphere at 391 ppm (when it's generally acknowledged by climate scientists than anything over 350 ppm will cause catastrophic problem) that any governmental agency would permit something where people are encouraged to sit in the motor vehicles, engines running, greenhouse gases emitting, while they wait to receive their order of food which is simply not nutritious. If people need to eat something as toxic as the food McDonald's serves, they should certainly move their carcasses out of their cars and walk into the restaurant to get their poison.

I also agree with the library's opposition to this unnecessary intrusion into our neighborhood.

Please oppose this drive-through. Thanks.

tim wong
161 Jackson

----- Forwarded message -----

From: Dan Melton <oakville000@yahoo.com>
Date: Wed, Jun 8, 2011 at 6:53 PM
Subject: [SASYNA-Discussions] Thursday East Washington McDonald's Comments Due
To: sasyna-discussions@yahoogroups.com

Thursday June 9 **Comments Due** To: Plan Commission RE: Construct McDonald's restaurant with drive-up window in Madison East Shopping Center parking lot.

Library Board has submitted letter of opposition, citing concerns about pedestrian safety from increased traffic, loss of parking, and reduced visibility of Hawthorne Branch.

Information about the project is at <http://www.cityofmadison.com/planning/projects/conditional/2705ewa.html>

Firchow, Kevin

From: Terry Ross [t.ross@tds.net]
Sent: Wednesday, June 08, 2011 7:11 PM
To: Firchow, Kevin
Subject: McDonald's on East Washington

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr. Firchow,

I hope you are the right person to receive these comments. If not, can you please let me know, or forward them on to the appropriate person? Thank you very much.

I am very much opposed to putting a McDonald's in this parking lot. There is already a Burger King drive-in there! There are always LOTS of pedestrians streaming in and out of the library, many of them children. (My daughter is one and, though she is 16 years old now, I'm afraid that she qualifies as an easily distracted teenager.) Because of the high numbers of pedestrians and children, this area needs to be kept as safe as possible. Many people also bike to the library. A busy McDonald's would also compromise their ability to access the library safely.

Our Hawthorne Library is a treasured community resource. It should not be hidden behind yet another McDonald's, nor should its users have to suffer through the traffic and emissions from yet another drive-in burger joint.

Surely there is another place on East Wash that could accommodate a McDonald's. Our community area is not one of them.

Thank you for listening.

Sincerely,
Terry Ross

Terry Ross
102 S. 1st, Madison, WI
(c) 608-279-2710
t.ross@tds.net

Firchow, Kevin

From: Danielle Lee [lee.danielle.y@gmail.com]
Sent: Wednesday, June 08, 2011 6:28 PM
To: Firchow, Kevin
Cc: lpalm@larrypalm.com
Subject: McDonald's E. Washington Comment

Follow Up Flag: Follow up
Flag Status: Flagged

Hi there,

As a citizen on E. Dayton Street, I have already had a hard enough time crossing E. Washington. I've almost been hit in the crosswalk at the light on North street a couple of times, and it's near impossible if I wish to cross at the crosswalk near E. Dayton Street. I have a lot of concerns about the proposed McDonald's and the traffic that it will bring. There will be no light to handle the turning customers, and I fear a new blockage between my side of E. Washington and the other side. I would hate to think that I would have to drive to my public library on the other side, but I can definitely see that becoming a reality.

This project will certainly increase traffic, and will definitely be detrimental to the value of my home in a time when we least need it. And let's not forget the pedestrian that was struck and killed on this same stretch of roadway earlier this year.

I see no reason to grant them a move: they are fine just where they are. "Progress" should not come at the cost of neighborhood safety and connectivity.

The only way I could see this project going through is if traffic calming was implemented: slow the speed limit to 25 mph, implement flashing pedestrian crossing signs, add a light for turning customers, and place pedestrian crossing flags for those of us who wish to cross the street on foot.

Sincerely,
Danielle Lee
2634 E. Dayton Street

--

Danielle Lee
lee.danielle.y@gmail.com

<http://www.hoopelation.com>
Become the Center of Rotation