

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: 10.16.2012

UDC MEETING DATE: 11.7.2012

Action Requested

- Informational Presentation  
 Initial Approval and/or Recommendation  
 Final Approval and/or Recommendation

PLEASE PRINT!

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PROJECT ADDRESS: 4502 E. WASHINGTON AVE.

ALDERMANIC DISTRICT: 17 (CLAUDIUS)

OWNER/DEVELOPER (Partners and/or Principals)

MCDONALDS CORP.

1650 W. 82ND ST. STE. 900

BLOOMINGTON, MN 55431

ARCHITECT/DESIGNER/OR AGENT:

HAAG MULLER INC.

101 E. GRAND AVE., STE. 1.

PORT WASHINGTON, WI 53074

CONTACT PERSON: STEVE JESKE

Address: 101 E. GRAND AVE. PORT WASHINGTON, WI

Phone: 262-268-1200

Fax: \_\_\_\_\_

E-mail address: SJESKE@HAAGMULLER.COM

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)  
 General Development Plan (GDP)  
 Specific Implementation Plan (SIP)  
 Planned Community Development (PCD)  
 General Development Plan (GDP)  
 Specific Implementation Plan (SIP)  
 Planned Residential Development (PRD)  
 New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)  
 School, Public Building or Space (Fee may be required)  
 New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.  
 Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)  
 Street Graphics Variance\* (Fee required)  
 Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



**haag müller, inc.**

Architecture • Engineering • Interiors  
101 East Grand Avenue, Suite 1  
Port Washington, Wisconsin 53074  
262.268.1200 www.haagmuller.com

October 16, 2012

**Narrative Description for McDonald's Restaurant Remodel,  
4502 East Washington Avenue  
Madison, WI 53713**

The remodel of the McDonald's at 4502 East Washington Avenue is being constructed to upgrade the building to McDonald's Corporations new modern design. The current corporate identity of the franchise is so strong that people can look at most existing McDonald's restaurants and immediately tell that it is a McDonalds, whether it is the traditional double mansard roof or the golden arches. McDonald's is looking to re-establish that same iconic recognition in the 21<sup>st</sup> century with a modern and relevant appearance.

The new look of this particular McDonald's restaurant will include modifying the mansard roof by removing the lower part of the mansard and adding a parapet wall to cover the top half. New "arcade" elements will be placed at the front and main entry of the buildings and the addition of a "hearth element" at the drive-thru side of the building. These new design elements will feature a stone finish along with a stone wainscot of a different color will also wrap around the building. The rest of the building exterior above the wainscot will be finished in thin-brick, E.I.F.S. or a combination of both. New yellow curved roof cap elements will be placed on top of the front arcade and drive-thru hearth as part of the new branding style and a new cash booth will be added to the southwest side of the building. The new cash booth addition increases the spacing between the drive thru windows, allowing for three car stacking between them, thus increasing drive thru efficiency.

The addition of a side by side drive thru (dual order points) behind the building will also increase efficiency of the drive thru by reducing stacking behind the order points, increasing ordering speed and creating optimum distances between order, payment and pick up points.

Accessibility upgrades meeting the American's With Disabilities Act will be completed both inside and outside of the store. Improving access for those in need of easy access facilities. In addition to accessibility upgrades, the interior décor will be replaced with a new contemporary dining atmosphere.

This particular McDonald's restaurant has an outdated look. The new McDonald's facelift will serve as a leading example of a modern approach to design that could potentially be applied to other commercial buildings in the area in order to create a customer experience which is relevant to them and the current social culture.

Respectively Submitted,

**haag müller, inc.**

Architecture • Engineering • Interiors

Jason R. Ahrens  
Associate Designer



Shopping center to the east of the property.



Shopping center to the north of the property.



Holiday Terrace Apartments to the northwest of the property.



Crowne Plaza Hotel to the east of the property.



Red Lobster to the south of the property.



Outback Steakhouse to the southeast of the property.



Associated Bank to the southwest of the property.

# LANDSCAPE WORKSHEET

Parking Lots, Storage Areas and Loading Areas  
(Section 28.04 Madison General Ordinance)

Project Location/Address: 4502 E Washington Ave
Name of Project: McDonald's
Owner/Contact:
Address:

**FOR PARKING LOTS WITH GREATER THAN 20 STALLS, LANDSCAPE PLANS MUST BE STAMPED BY A REGISTERED LANDSCAPE ARCHITECT**

**I. Number of Trees Required**

The number of trees required for a parking lot is based on the number of parking stalls. Using the Schedule for Required Trees on the reverse side of this worksheet, determine the number of trees required. (Example: One tree is required for 10 parking stalls).

Landscape requirements for storage areas are determined by dividing the total square footage of the storage area by (300) square feet. This converts area to stalls.

[Example: 10,000 square feet is equivalent to (33) stalls or (3) trees and (160) points].

Number of Parking Stalls \_\_\_\_\_ 55

Total Square Footage of the Storage Area \_\_\_\_\_  
Divided by Three Hundred (300) Square Feet \_\_\_\_\_

Number of Canopy Shade Trees Required (2" - 2 1/2" Caliper) \_\_\_\_\_  
(See Schedule on reverse side) 4

**TOTAL**

**II. Number of Landscape Points Required**

The number of points required is also based on the number of parking stalls. Using the Point Schedule for Landscape Elements on the reverse side of this worksheet, determine the number of points required. (Example: 49.5 points are required for 10 stalls). A point fraction of (.5) or less may be disregarded, while a fraction in excess of (.5) must be counted as one point. Thus: 49.5 points would be rounded down to 49.0 points required.

The number of points required for loading areas is (75) points for each loading berth. \_\_\_\_\_  
(See Schedule on reverse side)

Number of Points Required (See Schedule on reverse side) \_\_\_\_\_ 261

**TOTAL**

**Tabulation of Points and Credits**

Indicate below the quantity and points for all pertinent landscape elements. Also, credit information for boundary screening and any existing elements to be retained.

ELEMENT	POINT VALUE	QUANTITY	POINTS ACHIEVED	CREDITS	
				QUANTITY	POINTS
Canopy Tree: 2" - 2 1/2"	35	2	70	2	70
Deciduous Shrub	2	5	10	45	90
Evergreen Shrub	3	3	9	20	60
Decorative Wall or Fence (per 10 L.F.)	5				
Earth Berm (per 10 L.F.) Avg. Height 30"	5				
Avg. Height 15"	2				
Evergreen Trees 3' height minimum	15			2	30
Canopy Tree or Small Tree 1 1/2" - 2" Caliper (i.e., Crab, Hawthorn)	15				
<b>Sub Totals</b>			89	+	250

**TOTAL**  
= 339

Total No. of Points Provided  
(Equal to or greater than points required)

\*Trees required in Part I above, are not to be included in the point count.

**Approved by: \_\_\_\_\_ Date: \_\_\_\_\_**

## POINT SCHEDULE FOR LANDSCAPE ELEMENTS

<b>SCHEDULE FOR REQUIRED TREES</b>		<b>Required</b>																					
<b>NUMBER OF STALLS</b>	<b>TREES REQUIRED</b>	<b>No. Stalls</b>	<b>Points</b>																				
4 to 18 →	1 tree	1	4.9	56	265.1	111	499.5	166	711.8	221	904.9	276	1081.5	331	1243.4	386	1392.4	441	1530.1	496	1657.7	755	2150.9
19 to 30	2 trees	2	9.9	57	269.6	112	503.5	167	715.5	222	908.3	277	1084.5	332	1246.2	387	1395.0	442	1532.5	497	1659.9	760	2159.0
31 to 43	3 trees	3	14.9	58	274.1	113	507.6	168	719.1	223	911.6	278	1087.6	333	1249.0	388	1397.6	443	1534.9	498	1662.2	765	2167.1
44 to 57	4 trees	4	19.9	59	278.5	114	511.6	169	722.8	224	915.0	279	1090.6	334	1251.8	389	1400.2	444	1537.3	499	1664.4	770	2175.1
58 to 70	5 trees	5	24.8	60	283.0	115	515.6	170	726.4	225	918.3	280	1093.7	335	1254.6	390	1402.8	445	1539.7	500	1666.6	775	2183.0
71 to 84	6 trees	6	29.8	61	287.4	116	519.7	171	730.1	226	921.6	281	1096.7	336	1257.4	391	1405.4	446	1542.1	505	1677.7	780	2191.0
85 to 98	7 trees	7	34.7	62	291.9	117	523.7	172	733.7	227	925.0	282	1099.8	337	1260.2	392	1408.0	447	1544.5	510	1688.7	785	2198.8
99 to 113	8 trees	8	39.6	63	296.3	118	527.7	173	737.4	228	928.3	283	1102.8	338	1263.0	393	1410.6	448	1546.9	515	1699.6	790	2206.7
114 to 128	9 trees	9	44.5	64	300.7	119	531.7	174	741.0	229	931.6	284	1105.9	339	1265.8	394	1413.1	449	1549.3	520	1710.5	795	2214.4
129 to 143	10 trees	10	49.5	65	305.1	120	535.7	175	744.6	230	934.9	285	1108.9	340	1268.6	395	1415.7	450	1551.7	525	1721.3	800	2222.2
144 to 160	11 trees	11	54.4	66	309.5	121	539.6	176	748.2	231	938.2	286	1111.9	341	1271.4	396	1418.3	451	1554.1	530	1732.0	805	2229.9
161 to 176	12 trees	12	59.2	67	313.9	122	543.6	177	751.9	232	941.5	287	1114.9	342	1274.2	397	1420.9	452	1556.4	535	1742.6	810	2237.5
177 to 193	13 trees	13	64.1	68	318.3	123	547.6	178	755.5	233	944.8	288	1118.0	343	1276.9	398	1423.4	453	1558.8	540	1753.2	815	2245.1
194 to 210	14 trees	14	69.0	69	322.7	124	551.6	179	759.1	234	948.1	289	1121.0	344	1279.7	399	1426.0	454	1561.2	545	1763.7	820	2252.7
211 to 228	15 trees	15	73.8	70	327.1	125	555.5	180	762.7	235	951.4	290	1124.0	345	1282.5	400	1428.5	455	1563.5	550	1774.1	825	2260.2
229 to 145	16 trees	16	78.7	71	331.4	126	559.5	181	766.2	236	954.6	291	1127.0	346	1285.2	401	1431.1	456	1565.9	555	1784.5	830	2267.7
246 to 264	17 trees	17	83.5	72	335.8	127	563.4	182	769.8	237	957.9	292	1130.0	347	1288.0	402	1433.6	457	1568.2	560	1794.8	835	2275.2
265 to 284	18 trees	18	88.4	73	340.1	128	567.3	183	773.4	238	961.2	293	1133.0	348	1290.8	403	1436.2	458	1570.6	565	1805.1	840	2282.6
285 to 304	19 trees	19	93.2	74	344.5	129	571.3	184	777.0	239	964.4	294	1136.0	349	1293.5	404	1438.7	459	1572.9	570	1815.2	845	2289.9
305 to 324	20 trees	20	98.0	75	348.8	130	575.2	185	780.5	240	967.7	295	1138.9	350	1296.2	405	1441.2	460	1575.3	575	1825.3	850	2297.2
325 to 345	21 trees	21	102.8	76	353.1	131	579.1	186	784.1	241	970.9	296	1141.9	351	1299.0	406	1443.8	461	1577.6	580	1835.4	855	2304.5
346 to 367	22 trees	22	107.6	77	357.4	132	583.0	187	787.7	242	974.2	297	1144.9	352	1301.7	407	1446.3	462	1580.0	585	1845.4	860	2311.8
368 to 392	23 trees	23	112.4	78	361.7	133	586.9	188	791.2	243	977.4	298	1147.9	353	1304.5	408	1448.8	463	1582.3	590	1855.3	865	2319.0
393 to 414	24 trees	24	117.1	79	366.0	134	590.8	189	794.7	244	980.7	299	1150.8	354	1307.2	409	1451.3	464	1584.6	595	1865.2	870	2326.2
415 to 440	25 trees	25	121.9	80	370.3	135	594.7	190	798.3	245	983.9	300	1153.8	355	1309.9	410	1453.9	465	1587.0	600	1875.0	875	2333.3
441 to 464	26 trees	26	126.7	81	374.6	136	598.5	191	801.8	246	987.1	301	1156.8	356	1312.6	411	1456.4	466	1589.3	605	1884.7	880	2340.4
465 to 491	27 trees	27	131.4	82	378.9	137	602.4	192	805.3	247	990.3	302	1159.7	357	1315.4	412	1458.9	467	1591.6	610	1894.4	885	2347.4
492 to 516	28 trees	28	136.1	83	383.1	138	606.3	193	808.8	248	993.5	303	1162.7	358	1318.1	413	1461.4	468	1594.0	615	1904.0	890	2354.4
517 to 547	29 trees	29	140.9	84	387.4	139	610.1	194	812.3	249	996.7	304	1165.6	359	1320.8	414	1463.9	469	1596.3	620	1913.5	895	2361.4
548 to 577	30 trees	30	145.6	85	391.7	140	614.0	195	815.8	250	1000.0	305	1168.5	360	1323.5	415	1466.4	470	1598.6	625	1923.0	900	2368.4
578 to 607	31 trees	31	150.3	86	395.9	141	617.8	196	819.3	251	1003.1	306	1171.5	361	1326.2	416	1468.9	471	1600.9	630	1932.5	905	2375.3
608 to 639	32 trees	32	155.0	87	400.1	142	621.7	197	822.8	252	1006.3	307	1174.4	362	1328.9	417	1471.4	472	1603.2	635	1941.8	910	2382.1
640 to 672	33 trees	33	159.7	88	404.4	143	625.5	198	826.3	253	1009.5	308	1177.3	363	1331.6	418	1473.9	473	1605.5	640	1951.2	915	2389.0
673 to 706	34 trees	34	164.4	89	408.6	144	629.3	199	829.8	254	1012.7	309	1180.2	364	1334.3	419	1476.3	474	1607.8	645	1960.4	920	2395.8
707 to 779	35 trees	35	169.0	90	412.8	145	633.1	200	833.3	255	1015.9	310	1183.2	365	1336.9	420	1478.8	475	1610.1	650	1969.6	925	2402.5
780 to 818	36 trees	36	173.7	91	417.0	146	636.9	201	836.8	256	1019.1	311	1186.1	366	1339.6	421	1481.3	476	1612.4	655	1978.8	930	2409.3
819 to 859	37 trees	37	178.3	92	421.2	147	640.8	202	840.2	257	1022.2	312	1189.0	367	1342.3	422	1483.8	477	1614.7	660	1987.9	935	2416.0
860 to 900	38 trees	38	183.0	93	425.4	148	644.5	203	843.7	258	1025.4	313	1191.9	368	1345.0	423	1486.2	478	1617.0	665	1996.9	940	2422.6
901 to 942	39 trees	39	187.6	94	429.6	149	648.3	204	847.1	259	1028.5	314	1194.8	369	1347.6	424	1488.7	479	1619.3	670	2005.9	945	2429.3
943 to 995	40 trees	40	192.3	95	433.7	150	652.1	205	850.6	260	1031.7	315	1197.7	370	1350.3	425	1491.2	480	1621.6	675	2014.9	950	2435.8
996 to 1045	41 trees	41	196.9	96	437.9	151	655.9	206	854.0	261	1034.8	316	1200.6	371	1353.0	426	1493.6	481	1623.9	680	2023.8	955	2442.4
		42	201.5	97	442.1	152	659.7	207	857.4	262	1038.0	317	1203.4	372	1355.6	427	1496.1	482	1626.1	685	2032.6	960	2448.9
		43	206.1	98	446.2	153	663.4	208	860.9	263	1041.1	318	1206.3	373	1358.3	428	1498.5	483	1628.4	690	2041.4	965	2455.4
		44	210.7	99	450.4	154	667.2	209	864.3	264	1044.3	319	1209.2	374	1360.9	429	1501.0	484	1630.7	695	2050.1	970	2461.9
		45	215.3	100	454.5	155	670.9	210	867.7	265	1047.4	320	1212.1	375	1363.6	430	1503.4	485	1632.9	700	2058.8	975	2468.3
		46	219.8	101	458.6	156	674.7	211	871.1	266	1050.5	321	1214.9	376	1366.2	431	1505.9	486	1635.2	705	2067.4	980	2474.7
		47	224.4	102	462.7	157	678.4	212	874.5	267	1053.6	322	1217.8	377	1368.9	432	1508.3	487	1637.5	710	2076.0	985	2481.1
		48	229.0	103	466.9	158	682.2	213	877.9	268	1056.7	323	1220.7	378	1371.5	433	1510.8	488	1639.7	715	2084.5	990	2487.4
		49	233.5	104	471.0	159	685.9	214	881.3	269	1059.8	324	1223.5	379	1374.1	434	1513.2	489	1642.0	720	2093.0	995	2493.7
		50	238.0	105	475.1	160	689.6	215	884.7	270	1062.9	325	1226.4	380	1376.8	435	1515.6	490	1644.2	725	2101.4	1000	2500.0
		51	242.6	106	479.2	161	693.3	216	888.1	271	1066.0	326	1229.2	381	1379.4	436	1518.1	491	1646.5	730	2109.8		
		52	247.1	107	483.2	162	697.0	217	891.5	272	1069.1	327	1232.1	382	1382.0	437	1520.5	492	1648.7	735	2118.1		
		53	251.6	108	487.3	163	700.7	218	894.9	273	1072.2	328	1234.9	383	1384.6	438	1522.9	493	1651.0	740	2126.4		
		54	256.1	109	491.4	164	704.4	219	898.2	274	1075.3	329	1237.7	384	1387.2	439	1525.3	494	1653.2	745	2134.6		

# McDonald's

## LONG TERM REINVESTMENT BUILDING PROGRAM

McDONALD'S RESTAURANT

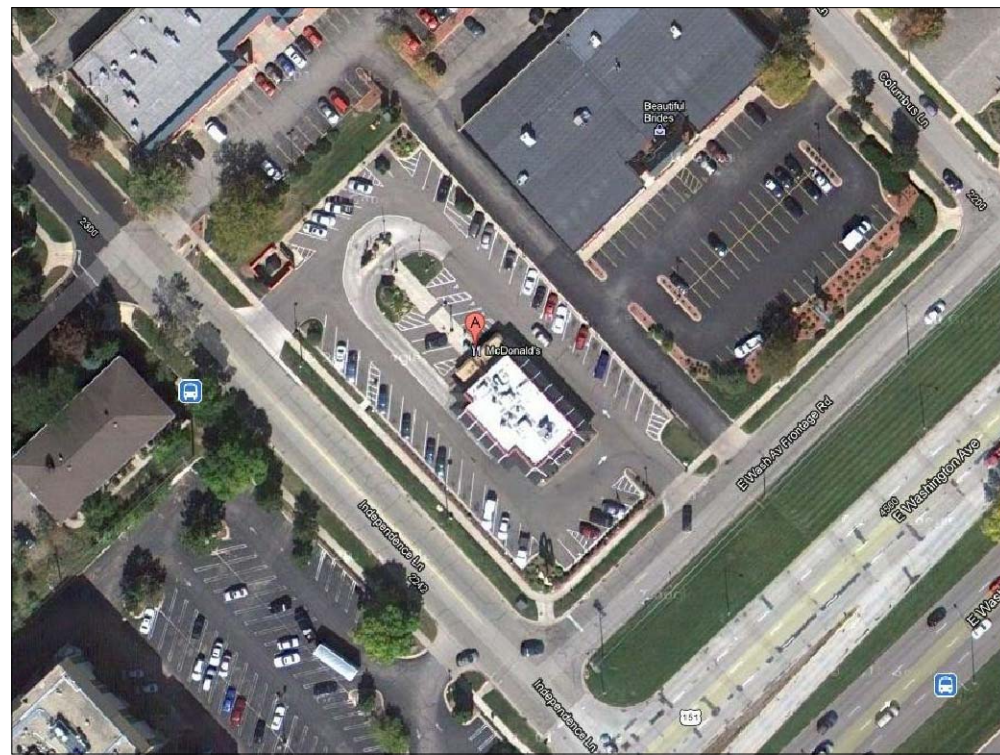
4502 EAST WASHINGTON AVENUE  
MADISON, WISCONSIN

STATE SITE ID # 48-0071  
NATIONAL SITE ID # 2890

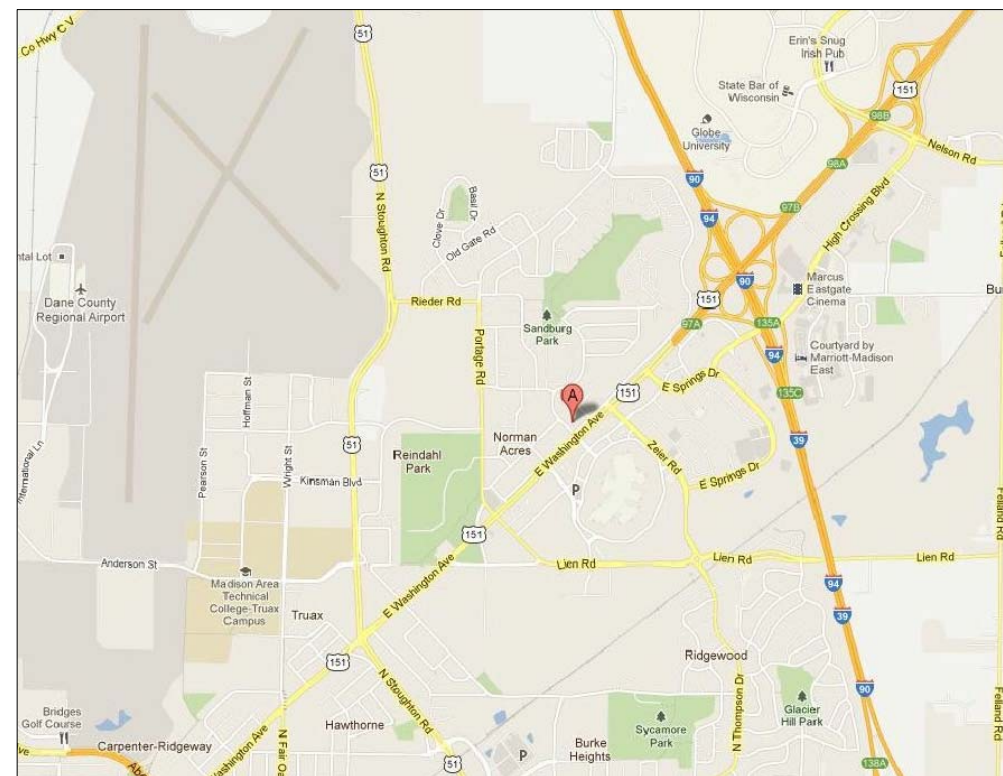
Providing a layered and methodical approach to reinvestment decisions that focuses on maximizing returns, growing market share, and strengthening our brand identity with our customers, yet develops a customer experience which is relevant to them and the current social culture.

McD's AREA CONST. MGR.:  
DALE SHIMEK  
1650 WEST 82 ST. SUITE 900  
BLOOMINGTON, MN 55431  
PH: (952) 486-4155  
FAX: (952) 885-4769  
email: dale.shimek@us.mcd.com

OWNER/OPERATOR:  
JOHN ORR  
N3250 COUNTY ROAD J  
POYNETTE, WI 53955  
PH: (608) 635-3550  
FAX: (608) 635-3560  
email: john.orr@partners.mcd.com



SITE AERIAL VIEW



VICINITY MAP



haag müller, inc.

Architecture • Engineering • Interiors

101 East Grand Avenue, Suite 1  
Port Washington, Wisconsin 53074  
262.268.1200 www.haagmuller.com  
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