

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.