

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 7, 2012

TITLE: 2402 South Park Street – Exterior
Remodeling in UDD No. 7, McDonald’s.
14th Ald. Dist. (28038)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 7, 2012

ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, Melissa Huggins, Cliff Goodhart, John Harrington, Richard Slayton, Dawn O’Kroley and Marsha Rummel.

SUMMARY:

At its meeting of November 7, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of exterior remodeling in UDD No. 7 located at 2402 South Park Street. Appearing on behalf of the project were Steve Jeske, representing Haag Muller, Inc.; and Ald. Tim Bruer, District 14. Stone has been provided at the corners as requested by staff with some stone going all the way to the top. A second option would include accent bands and stone wainscoting. Jeske asked if they want a building with stone corners or a building with the stone wainscoting and a brick band which would reduce the total amount of EIFS. The corporation does not want to interfere with the architectural arcades (entry pieces).

Commission comments touched on the parking area being very close to the entranceway and not being safe; removing one stall should help with that, as well as the inclusion of a tree island. The landscape plan could be a lot better; it’s mostly shrubs and they’re not really in any kind of a pattern. More embellishment is needed.

Ald. Tim Bruer thanked the Commission and expressed his appreciation for this McDonald’s. This is the 7th McDonald’s in the world and the first in Wisconsin. There is no commercial venture that he has received more feedback on from his constituents.

ACTION:

On a motion by Lufler, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for staff approval of the finalized landscape plan and architectural package. Because of the uniqueness of the lot and its long-term use and history, the design criteria is being adjusted or waived as it affects this project relevant to the provisions of UDD No. 7.

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 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2402 South Park Street

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

General Comments:

- Consider use of Heptacodium Mincoides (Seven-Son Flower tree).
- Poor landscape plan hurts architecture.
- Improve landscape selections. Brick not EIFS appreciated.