

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 27, 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: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: April 27, 2011	ID NUMBER:

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

SUMMARY:

At its meeting of April 27, 2011, the Urban Design Commission **REFERRED** consideration of new construction for a McDonald’s restaurant located in the 2800 Block of East Washington Avenue. Appearing on behalf of the project were Mike Mangin, representing Missoula Mac, Inc.; Stephen L. Jeske, representing Haag Muller, Inc.; John Brigham and James Bernriak. Registered in opposition to the project was Marc Gartler, representing the Madison Public Library. Registered neither in support nor opposition was Lou Host-Jablonski. Jeske presented an overview of the changes since the last meeting, stating that it is an all masonry building with a barrel roof. Wainscoting continues around the building to help incorporate the stone, trellises have been added to the trash enclosure and elsewhere on the building, a stone wall has been added in the back, and the striping between the different brick types has been removed. The preliminary landscape plan was presented. Fruhling stated that the Commission could not approve the project at this meeting because the applicants have not submitted a Plan Commission application. He also noted that the building location is consistent with the adopted plan.

Gartler distributed a handout, and stated that the Library Board is concerned about the loss of parking and reduced visibility. The book drop is heavily used and there is concern that access will become difficult. The Commission suggested more information be submitted to determine if loss of parking would be a detriment to the library. Wagner inquired about a TDM plan; the library does not have one. Brigham mentioned that they have had discussions on the possibility of designated parking and a free-standing sign to improve visibility. Lou Host-Jablonski stated that the library portion of the parking lot is heavily used, with the east side of the lot generally being empty. He feels that an outdoor eating area would be mostly unused due to the high traffic volume on East Washington Avenue. He said where the east driveway intersects with the drive aisle along the shopping center is problematic. The Commission discussed the following:

- The lot looks as if it has been pieced together over the years and now is a good time to make a unified plan and bring the lot together.
- How deliveries would be handled.
- Pedestrian circulation – especially conflicts with the drive-thru.
- Parking counts and layout, with the suggestion to study angled parking.

- Incorporating permeable paving in the parking lot.
- The need for the parking lot to be up to code with more tree islands and more perimeter landscaping.
- The overall lighting plan for the site should be brought up to code.
- It was suggested that the Library, McDonald's and the site owner/developer work together to alleviate the Library's concerns.
- The architecture of the building is improved.
- Although the location of the building is generally correct, study shifting it approximately 9-feet (the width of a parking stall) to the east to provide a better entrance to the center and improve visibility for the library.

ACTION:

On a motion by Barnett, seconded by Smith, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (7-0).

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 and 7.

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	7	7	7	8	-	6	7	7
	-	-	-	-	-	-	-	5
	4	6	-	-	-	3	6	5
	4	6	5	-	-	4	6	-
	6	6	6	-	-	6	6	6

General Comments:

- Thank you for the transformation.
- Circulation issues, building placement, delivery issues, signage, lighting, size of parking lot all need address. Property owner needs to screen entire parking lot.
- Vehicular/pedestrian circulation is the issue.
- Issues with library need to be resolved.
- Much improved – good effort.