

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 21, 2015
TITLE: 3520 & 3546 East Washington Avenue – New Auto Service Station with Detached Car Wash and Convenience Store for “PDQ” in UDD No. 5. 15 th Ald. Dist. (38452)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: October 21, 2015	ID NUMBER:

Members present were: Richard Slayton, Acting Chair; John Harrington, Cliff Goodhart, Michael Rosenblum, Lois Braun-Oddo, Tom DeChant and Dawn O’Kroley.

SUMMARY:

At its meeting of October 21, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new auto service station with detached car wash and convenience store for “PDQ” located at 3520 & 3546 East Washington Avenue in UDD No. 5. Appearing on behalf of the project were Tate Walker, representing OPN Architects; Chris Homburg, representing Homburg Contractors; and Dan Bertler, representing PDQ.

Modifications to the project include addition of a handicap ramp, the addition of an 8-foot fence that runs the entire length of the property, most of the plantings have changed to native species with more robust landscaping. The project team talked with Traffic Engineering regarding this Commission’s suggestion for one-way movement through the site; they did not recommend a one-way in that location, they thought it was unsafe and would actually cause more traffic back-ups. Signage was discussed and it was noted that the proposed signage package does not meet code. Tree selection includes Sugar Maples, American Linden, Hackberry and a few Ironwood. Mulch will be used in all the planting beds.

Comments and questions from the Commission were as follows:

- I’d like to see a tree grouping that accents the plants rather than the hardscape at the curbing along East Washington Avenue. The hedge isn’t going to have much impact.
- Group grasses to the left with the group of shrubs and use natural groupings of native plants.
- The lighting below the gas canopy is very bright.
 - We have a motion sensor and the lights are basically dimmed until someone comes to fill up on gas. It works really well at the PDQ on Milwaukee Street.Bring the lighting down to a level of not more than thirty (30) foodcandles (staff).
- Are you treating the portion of the parcel that you’re proposing selling off separately?
 - It’s treated entirely separately.
- Regarding the fence, use this opportunity to plant something in the corner. The 45 degree angle is just not that attractive; change to a 90-degree orientation.

- Is there lighting on the perimeter?
 - The only LED strip of red is on East Washington Avenue, on the canopy.
- Staff noted concern about the size of the monument sign needing verification on whether it's appropriate according to the Sign Control Ordinance. This isn't next to a highway and is not appropriately sized. The electronic changeable copy portion of the sign can only change once every hour. The size of the monument sign must be consistent with the ordinance (staff).
- On East Washington we have two PDQ signs on the same elevation; these need to be verified with Zoning that they meet the code.

ACTION:

On a motion by Harrington, seconded by Rosenblum, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-1) with Goodhart voting no. The motion provided for the final signage package to return for approval or be modified to conform to the Sign Control Ordinance.