

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 13, 2013

TITLE: 7401 Mineral Point Road – Construction of Two Single-Story Restaurant Buildings. 9<sup>th</sup> Ald. Dist. (31918)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: November 13, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Lauren Cnare, Cliff Goodhart and Tom DeChant.

**SUMMARY:**

At its meeting of November 13, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the construction of two single-story restaurant buildings located at 7401 Mineral Point Road. Appearing on behalf of the project were Trey Conway and Paul Matyas, both representing CBL & Associates; Kevin Gray, representing Jason’s Deli; Kim Williford, representing Bonefish Grill; Wesley Stephens, and Justin Lee Frahm, representing JSD Professional Services, Inc. Registered and speaking in opposition was Cheryl Elkinton. Conway introduced the project in the Shopko out-parcel in an existing dilapidated parking lot for two tenants for two restaurants. Gray spoke about Jason’s Deli and the “realness” of their food and how that reflects their design. A lot of clear story glass is proposed to cut down on the amount of interior lighting used, different elements of metal designate the drive-thru area, with brick used around the exterior of the building. It’s not designed for the sake of design, they are trying to increase the experience for their customers. Williford then talked about Bonefish Grill, which offers fresh unique fish from around the world, hand cut daily. They take pride in responsible fishing practices. The building is a new design with this one being one of the first larger building they’ve done, and will contain larger private dining spaces that feel more personal. They try to connect the indoors to the outdoors with patios and lounge areas. They feature a fireplace on their patio. Frahm ran through the site plan, noting issues of access, connectivity, orientation, etc. Each building has a different operation from their internal programming and clientele, and how they function from a site standpoint, ultimately ending with this site plan as shown. The reason the drive-thru access lane is oriented on the east side of the building is a result of the queuing and stacking of the internal drive-thru. Cheryl Elkinton spoke in opposition. The time is now to introduce logic toward a viable futuristic land, including permanency. We are suffering a shortage of oxygen, including natural spaces. The buildings that are already there could use work instead of bringing up new ones. We should be working towards localizing, making new plants, cruelty-free products.

Comments and questions from the Commission were as follows:

(Jason’s Deli)

- How much of your business is drive-thru?

- We have about 8 stores that do drive-thru and it's been successful for us. It probably makes up around 10-20% (sometimes even higher) of our business.
- This is such a sea of asphalt. What struck me was the space between the two buildings was the one area I thought you could actually have a green area that was meaningful that people could actually enjoy, and it's occupied by a drive-thru. If the drive-thru was on the side where you could see it from Shopko, you could take advantage of that space and the buildings wouldn't have their backs towards each other.
- When I saw the rendering I thought the opposite. I thought if that drive-thru is there I'll never want to walk through there. Either make it beautiful or make it, not so beautiful. An alley.
  - We looked at the connections that would be safe given the drive-thru lanes, and this becomes a nice connection to the front of the buildings while still screening some of what is happening here and providing seating area along the outer edge of the restaurant.

Can you encourage people to walk along those seating areas, instead of down the middle, if in fact that's the way you take that center area?

We have sidewalks all around the area. It's a delicate balance to providing a safe access point and delegating access points given the parking allocation barriers.

- Has Traffic Engineering commented on this? It seems like a lot of conflicting operations going on.
  - Queuing and access points are what is driving the drive-thru location.
- What if Restaurant B were flipped and you figured out which way traffic drove to get the traffic against your building. Take B and flip it.
  - We worked through that iteration but it didn't work from a stacking standpoint. Cars started to back up on Mineral Point Road. From a business standpoint it didn't work internally. The other piece too is the visibility from the corner, and the outdoor dining area looking at Mineral Point Road and Westfield.
- I think Jason's Deli materials are neat. But on Bonefish I see this word "FAUX."
  - It's stucco. We do have metal accent bands along the bottom and poured concrete planters that we utilize around the perimeter of the building. There is some located in the bottom quadrant of the building but it doesn't go to the ground. There's a lot less than what there was. Our windows are maxed out and we've added some windows and treatments to give some character to the building and dress that up. We only use the stucco on the entry tower to emphasize the entry, on the back corner and an overhang 11-feet off the ground. (Note: Need to address Zoning Code requirements for base treatment.)
- The planters are real copper?
  - These are metal planters in different sizes and we use those as the perimeter on the patio instead of the standard metal railing. And then we have poured concrete planters around the rest of the building.
- You've got two totally separate menus, two totally separate enterprises; these two buildings, they make nice neighbors. Compliments to you for having certain things that tie together but both going each direction. It's going to be cool.
- If the drive-thru is going to the middle I would look at turning your dumpsters and not encouraging people to walk by them. I'd send people right past those patios you're proud of.
- I see some stretches that are more than 12 spots without a tree island. And the retention basin design should look like it was designed by nature.
- They are improving an under-utilized parking field.

## **ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.