

MADISON EAST SHOPPING CENTER PARTNERS
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May 18, 2011

Urban Design Commission
City of Madison

Re: McDonald's relocation
Madison East Shopping Center

Dear Commissioners;

At the Urban Design Commission meeting of April 27, 2011 we were asked to address some of the concerns of the Madison Public Library as per their letter dated March 9, 2011. Their issues were as follows;

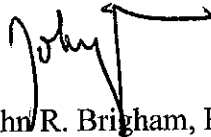
1. **Reduced visibility of the Hawthorne Branch Library.** The newly submitted site plan for the McDonald's building moves this building further to the east from the Library building creating a more open space between the two buildings. In addition the Landlord has proposed new monument signage that would allow, with UDC approval, putting "Madison Public Library" on the sign. This sign would be located almost in front of the library. One example of a possible new sign is enclosed. In addition, the Landlord would support new lighted signage for the library on their building.
2. **Increased Car Traffic.** A traffic analysis study was completed that looked at the increased traffic. Although traffic volume will increase it given the current amount of traffic on East Washington, new trip generation was thought to be minimal.

- 3. Loss of Parking.** The addition of the McDonald's building will decrease the number of total parking stalls available at the shopping center. However, the stalls lost are not directly in front of the Library and are in fact separated from the parking stalls in front of the library by a drive isle. We have offered to sign parking near the Burger King restaurant that belong to the shopping center, restricting this parking to the use of the patrons of the shopping center. In addition, we have ample parking behind the shopping center that we encourage employees of all the businesses to use. Concerns have been raised that lighting in the back parking area is not sufficient. We have contracted with a lighting company to measure the existing lighting and to suggest additional lighting measures, if needed that will comply with the City of Madison lighting ordinances.

We hope that these measures will continue to make visits to the Hawthorne Branch of the Madison Public Library convenient and pleasant for both patrons and employees.

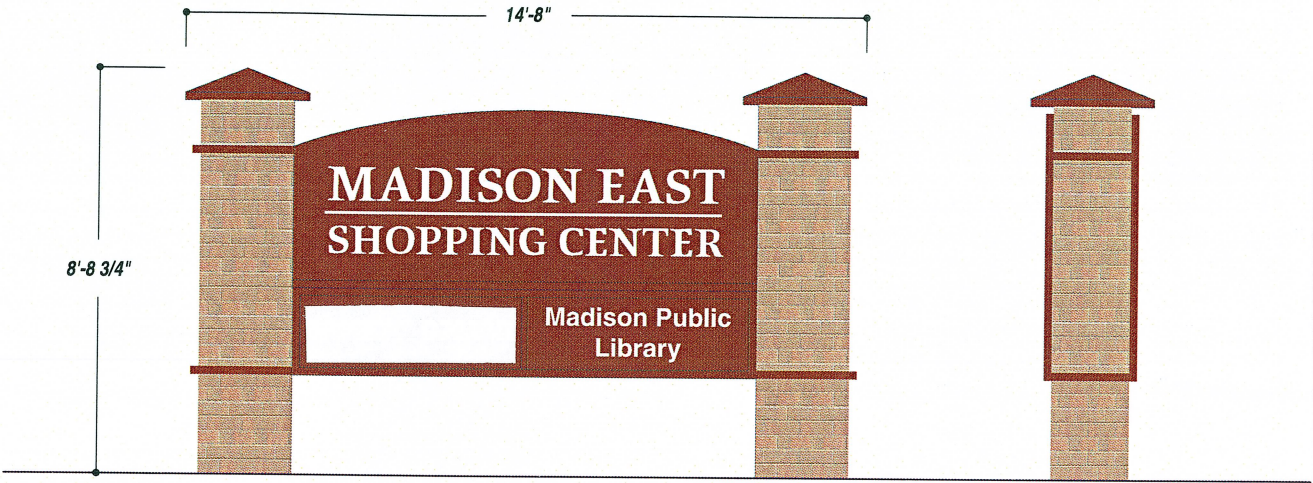
Feel free to call if you have questions or concerns.

Sincerely,
Madison East Shopping Center Partners



John R. Brigham, Partner

enclosure



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EAST WASHINGTON AVE

POSSIBLE LOCATION FOR NEW MONUMENT SIGN

EXISTING SHOPPING CENTER
22,350 SF

EXISTING SHOPPING CENTER
34,600 SF

© 2011 Google
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43°06'08.09" N 89°20'44.48" W elev



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R.A. Smith National
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 and Engineering*

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**MCDONALDS - EAST WASHINGTON
 MADISON, WI**

**PRELIMINARY
 AERIAL-SITE PLAN**

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 R.A. Smith National, Inc.
 DATE: 5-09-11
 SCALE: 1" = 30'
 JOB NO. 3100177
 PROJECT MANAGER:
 RYAN J. LANCOUR, P.E.
 DESIGNED BY: ---
 CHECKED BY: ---

SHEET NUMBER
 1 OF 1