

## AGENDA # 6

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION  | <b>PRESENTED:</b> July 11, 2007                                 |
| TITLE: 3051 East Washington Avenue - New<br>Construction of a Restaurant in UDD No.<br>5. 15th Ald. Dist. (06636) | <b>REFERRED:</b><br><b>REREFERRED:</b><br><b>REPORTED BACK:</b> |
| AUTHOR: Alan J. Martin, Secretary   | <b>ADOPTED:</b> <b>POF:</b>                                     |
| DATED: July 11, 2007  | <b>ID NUMBER:</b>   |

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Members present were: Paul Wagner, Lou Host-Jablonski, Richard Slayton, Todd Barnett, Michael Barrett, Joan Bachleitner, and Marsha Rummel.

### **SUMMARY:**

At its meeting of July 11, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction of a restaurant located at 3051 East Washington Avenue. Appearing on behalf of the project were Michael Mangin and Mike Mead. The plans have been modified to address previous concerns as stated by the Commission as follows:

- A large-scale site plan including contextual information as to the bike bridge and path adjacent to the property were provided, in addition to detailed information as to other improvements to adjacent public right-of-way within the area.
- The site plan has been modified to reduce a previously proposed 54 surface parking stalls to 39 parking stalls along with the enhancement of greenspace along the property's Clyde Gallagher Avenue frontage.
- Additional tree islands have been provided within the surface parking lot as previously requested, along with the addition of an outdoor seating area and bike rack adjacent to the bike path.
- The façade of the restaurant building has been redesigned to eliminate the independent arch with its incorporation into the roofline of the building into a barrel vault roof.
- Side entry to the building has been redesigned to feature a primarily culture stone façade with a colored metal awning over its glass entry.
- The application of stone and brick on the building has been redone to provide that stone applications are utilized as projections to a primarily brick masonry façade.

Following the presentation the Commission noted the following:

- Consider moving bike rack to the tree island area off of the northwesterly corner of the building so as not to conflict with the location of handicapped accessible stalls.
- The stone chimney with the arch above still looks stuck on.
- Tighten drive aisle adjacent to the employee parking area to provide for a tree island area adjacent to the entry to the drive-up.

- Add clearstory windows to the front elevation in upper corners along with moving the McDonald's wall sign up 6-8" to accommodate.
- Incorporate more native materials within the landscape plan.
- Introduce pervious pavers at the head of employee parking stalls.
- Show proposed plantings accurately within the perspective renderings.
- Provide a detail of the actual bike rack type.
- Need more landscape points, 2-3 times the amount provided with the landscaping as proposed.
- Explore angled parking incorporating an assigned direction (one way) through the surface parking area to create more greenspace.

**ACTION:**

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

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, 6, 6.5 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 3051 East Washington Avenue**

|                       | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| <b>Member Ratings</b> | 5/6       | 6            | 4/5            | 5                              | 6     | 5                                   | 6             | 5              |
|                       | 5         | 6            | 5              | 5                              | 6     | 5                                   | 4             | 5              |
|                       |           |              |                |                                |       |                                     |               | Info           |
|                       | 6         | 7            | 7              | 6                              | 6     | 6                                   | 6             | 6              |
|                       | 6         | 6            | 6              | -                              | 6     | 5                                   | 6             | 6              |
|                       | 7         | 8            | 6              | 6                              | 6     | 6                                   | 7             | 7              |
|                       | 6         | 7            | -              | -                              | -     | -                                   | -             | 6.5            |
|                       |           |              |                |                                |       |                                     |               |                |
|                       |           |              |                |                                |       |                                     |               |                |
|                       |           |              |                |                                |       |                                     |               |                |

General Comments:

- Incorporate more native plant material (+/-80%) and plant communities.
- Rethink the parking lot to minimize paving. Consider outdoor seating next to or in front of the restaurant.
- Look at angled parking, pervious paving for employee parking.
- Site issues – reduce pavement. Clearstory at curved roof, possibly at corner could be more.
- Best looking McDonalds I’ve ever seen.
- This is really not bad for a McDonalds! Site plan needs tweaking, both functionally and landscaping.