

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 11, 2006
TITLE: 4841 Annamark Drive – Planned Commercial Site, Restaurant, Texas Roadhouse. 17 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: January 11, 2006	ID NUMBER:

Members present were: Paul Wagner, Chair; Lisa Geer, Cathleen Feland, Robert March, Ald. Noel Radomski, and Lou Host-Jablonski, Todd Barnett and Michael Barrett.

SUMMARY:

At its meeting of January 11, 2006, the Urban Design Commission **REJECTED** a Planned Commercial Site for a restaurant (Texas Roadhouse) located at 4841 Annamark Drive. Appearing on behalf of the project were Christopher Thiel and David Behrens. Prior to the review of the plans, staff noted to the Commission that provision for the “Planned Commercial Site” development involving all the undeveloped lands within this block under the ownership of the Zeier’s, including this development parcel, had been previously approved by both the Urban Design Commission and Plan Commission with the development of the former “Krispy Kreme” site in the fall of 2004. The approved “Planned Commercial Site” plan provides for the development of this lot as well as adjoining to be developed lots consistent with the specifics of the plan regulating the size and placement of buildings, the configuration of parking, access and driveways, including details as to landscaping, detention/retention/bioretenion and other elements. Staff noted that upon preliminary review of the project that the project as proposed was consistent with the previously approved parameters for the Planned Commercial Site. Staff also noted to the Commission that consistency with the previous plan is a requirement with the Commission charged to look at the details relevant to landscaping, building design, architecture and signage. The applicant provided an overview of the plans for development of a “Texas Roadhouse” restaurant on the site featuring extended elements above a primarily one-story structure in a western motif featuring a brick wainscot base, both vertical and horizontal cedar stained cedar siding, and a standing seam metal roof elements. Following an overview of the site and landscape plan details, the Commission expressed concerns on the following:

- Although there are a lot of chain-themed restaurants around the East Towne area, the project is a step beyond others. Expect to see in the Wisconsin Dells not in Madison.
- Prototypical design is an issue, not acceptable in this area as the gateway to Madison.
- An issue with uplighting of the flags on the roof with night sky lighting compliancy.
- Look at a “no-mow” seed mix in the detention area; both plantings have a survivability issue.
- Provide more shade trees in the off-site parking area.
- Examine replacing the picture windows with double-hung windows, as well as the alignment of windows and orientation to the north and west instead of the south and east.

- The façade of the south and east elevations are blank and lack windows and fenestration. Office space on the south side of the building could have windows, as well as storage areas and restrooms on the north elevations incorporating high windows to accommodate daylighting.
- Acknowledging that the basis for the site plan was previously approved as part of a Planned Commercial Site; there are too many parking stalls proposed.
- Issue with consistent orientation of brick (on elevations as presented), as well as coloration of the proposed cedar siding.
- Issue with the use of banners as displayed with an existing restaurant within the area.
- The lighting/photometric plan is over lit featuring excessive footcandle levels. The fixture cutsheets do not provide for the need to have full cutoffs.
- Look at adding impervious pavement in parking lot and adjust grades appropriately to accommodate adjacent to detention area.
- The use of LED and/or neon to frame elements of the upper building elevation is not acceptable.
- The signage package details for wall signs are inconsistent with the provisions of the Street Graphics Ordinance.
- The use of exposed neon tubing on wall signage and the ground sign is not acceptable.

ACTION:

On a motion by March, seconded by Host-Jablonski, the Urban Design Commission **RECOMMENDED REJECTION** of the development of a “Texas Roadhouse” restaurant on the site located at 4841 Annamark Drive based on the above stated issues and the following:

- The project as proposed is not good urban design for this area.
- Not good urban design, issue with project defining entry to the City.

The motion was passed on a vote of (5-3) with Geer, Ald. Radomski and Feland voting no and Wagner, March, Host-Jablonski, Barnett and Barrett voting in favor. A previous motion to grant initial approval of the project (with the above stated comments to be addressed) by Geer, seconded by Feland, failed on a vote of (3-5) with Ald. Radomski, Geer and Feland voting in favor and with Host-Jablonski, March, Barrett, Barnett and Wagner voting no.

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 1, 4, 4, 4, 4, 5, 6 and 6.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4841 Annamark Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	4
	6	6	7	5	6	7	6	6.5
	6	2	6	6	4	5	2	4
	2	2	2	2	-	1	1	1
	-	5	7	8	5	6	5	6
	2	3	-	-	6	-	-	4
	4	4	6	-	4	-	3	4
	-	-	-	-	-	-	-	5

General Comments:

- Too much impervious area. Billboard architecture.
- This would be a bad image architecturally for the City of Madison. Looks like Wisconsin Dells.
- This building has no business defining the entrance to our City.
- Ho-hum chain restaurant.
- Simply a poor entrance to our City. This is clown architecture, and lousy urban design.
- No mow fescue may not be appropriate in low end of detention area, substitute more moisture tolerant plans. Like the paver crosswalks which designate the pedestrian area. Great that you included both shade trees as well as a walk in the interior islands. In the off-site parking islands more shade trees need to be added for shade and heat reduction if they are not temporary.