



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 522 S Gammon Road
Application Type: New Restaurant Building – Informational Presentation
Legistar File ID # [62270](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Todd Mosher, RA Smith, Inc., Naperville IL

Project Description: The applicant is seeking approval of a new one-story restaurant building at West Towne Mall. The existing one-story retail building will be demolished and a new one-story structure will be constructed on site. Site improvements also include new landscaping islands and site lighting.

Project Schedule:

- The development team plans to submit a land use application late 2020/early 2021.

Approval Standards:

When submitted, the UDC will be an **advisory** body for this request. The site is located in the Commercial Center (CC) zoning district and it is part of a Large Retail Development and Planned Multi-Use Site, as defined in Madison General Ordinance. In order to approve, the proposed project must be found by the Plan Commission to meet the design standards for a Planned Multi-Use Sites pursuant to Section 28.137(2)(e) and 28.137(2)(f) of the Zoning Code.

Summary of Adopted Plan Recommendations:

The Comprehensive Plan (2018) recommends Regional Mixed Use (RMU) development for the subject property and surrounding areas. With a general height range between two and 12 stories, RMU areas are generally intended to be the most intensively developed areas outside of Downtown. The plan however, acknowledges that both the East and West Towne mall areas may continue to be auto-oriented malls for some time. Further, the plan states that future redevelopment that requires rezoning (which this request does not) should begin the transition to a more pedestrian/bicycle/transit friendly environment with a wider variety of uses.

Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC provide comment on the recommendations for the site plan, landscape plan, and exterior design & appearance of all principal buildings and their relationship to the larger multi-use site context.

- Consider existing area context and how it relates to the new development.
- Review the building massing & materials of proposed building and their relationship to the existing West Towne Mall.