

Date: October 19, 2021

Mr. Kevin Firchow
Principal Planner, Development Review
City of Madison - Urban Design Commission
215 Martin Luther King Jr. Blvd.
Madison, Wisconsin 53703

Re: Letter of Intent – Popeye’s Madison, WI
6831 Odana Road

Mr. Kevin Firchow

The following is submitted together with the plans and application for the staff and Urban Design Commission’s consideration of approval.

Introduction:

The existing site serves as a parking area south of the Burlington Coat Factory strip mall. The 0.97-acre site is zoned in the CC Commercial Center District and is not a part of an Urban Design District. This application seeks the approval of the proposed improvements to develop the site into the proposed Popeyes Louisiana Kitchen restaurant with a drive-thru, paved parking areas, and landscaped areas. The proposed use is considered a Conditional Use by the City of Madison.

The restaurant is anticipated operate between 10 a.m. and 10 p.m. daily. It has indoor seating for 36 patrons, 18 drive-thru spaces, 27 parking on-site parking spaces, and 4 bicycle rack spaces. Adjacent to the site along Odana Road is Bus Stop 6357, which has hourly Metro Transit service on weekdays.

This Popeyes location is anticipated to employ approximately ten community members on each shift. Construction is expected to start in spring 2022 with an opening date in summer 2022.

The project team consists of Aby Mohamed of Aby Groups, the site developer and franchisee, civil engineer Lauren Downing of Arc Design Resources, and Mary Panter of Linden Group Architects. Signage is provided by Elevate Sign Group and exterior lighting is provided by Cree.

Project Description:

This fast-food restaurant development is a new conditional use in the CC Commercial Center district.

Alder Keith Furman (District 19) has been notified of the proposed conditional use and has agreed to waive the 30-day notification waiver.

The following improvements to the site will be made:

1. Public Rights-of-Way

- a. Metro Transit stop 6357 is located at the northwest corner of the site in the Odana Road right-of-way. Pedestrian connectivity is provided to the bus stop and Odana Road sidewalk via an ADA accessible ramp to the main entrance of the building.
 - b. All trees in the public right-of-way will be protected and preserved.
2. Off-Street Parking and Loading Areas
- a. The existing site serves as a parking area for the Burlington Coat Factory retail area to the south of the site. The existing parking area will be demolished and a new parking area with 27 parking spaces, including two ADA accessible spaces. The parking area is landscaped on all sides and features several landscaping islands.
 - b. Popeyes conducts a large proportion of sales through the drive-thru. Eighteen drive-thru queue spaces and two order stations are proposed.
3. Signs
- a. The proposed signage is consistent with the new branding of Popeye's Louisiana Kitchen. Proposed signs are consistent with signage of the surrounding businesses. A monument sign will be installed along the Odana Road right-of-way. Most signs are internally illuminated. A sign packet is included with the submittal.
 - b. Two monument signs for the retail stores to the south of the site will be preserved on the site. A monument sign for Burlington Coat Factory is located on the northwest side of the site and a monument sign for JOANN Fabrics and Hand & Stone Massage and Facial Spa is located at the northeast corner of the site.
4. Building Design
- a. The proposed Popeyes restaurant is an all-new building type released in the summer of 2021. The 2,984 square-foot building features seating for 36 patrons and mobile order pick-up stations. The building exterior features attractive brick, wood-grain fiber cement panels, and EIFS facades, decorative exterior artwork and accents, and Popeyes' signage and branding elements.
5. Lighting
- a. Exterior lighting is designed and provided by Cree to meet the City's medium activity lighting requirements.
6. Landscaping
- a. Several trees and landscaped areas must be removed to facilitate construction of this development. One mature tree will be preserved. All trees in the Odana Road right-of-way will be preserved.
 - b. There are several landscaping beds along the building perimeter with a variety of flowering perennials and evergreen shrubs to maintain an attractive appearance year-round.
 - c. The site perimeter is landscaped to screen the trash enclosure and transformer area from public view.
 - d. The site features four retaining walls to manage grade changes across the site.
7. Stormwater Management
- a. The existing site has three inlets to capture runoff from the retail development to the south of the site. These will be removed, and three inlets will be installed in the south access road to capture runoff from this area.

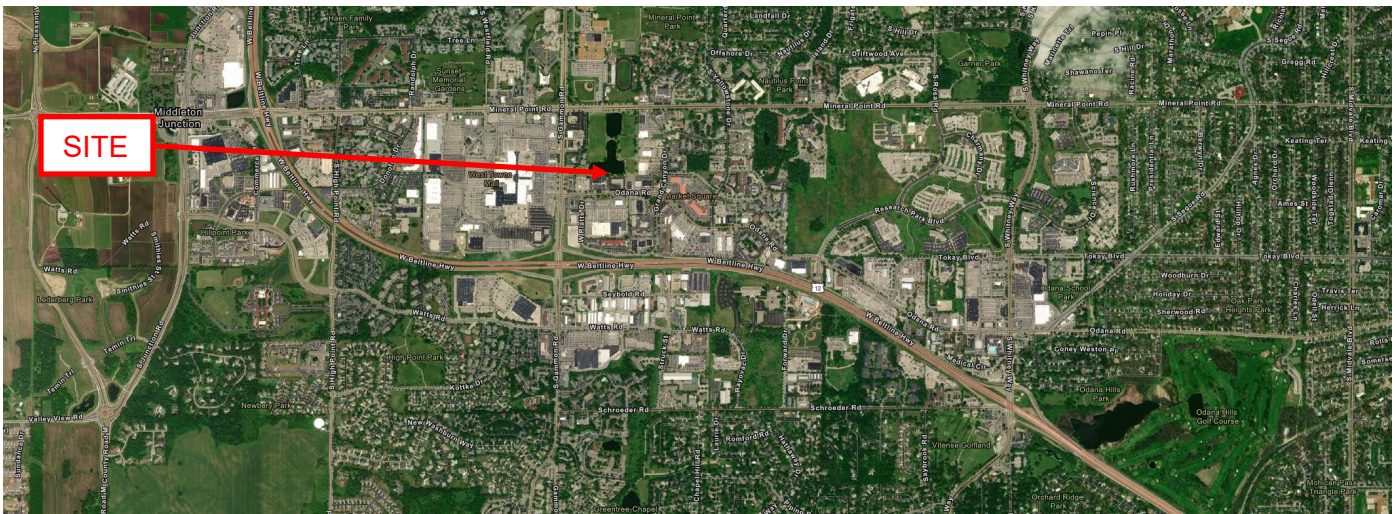
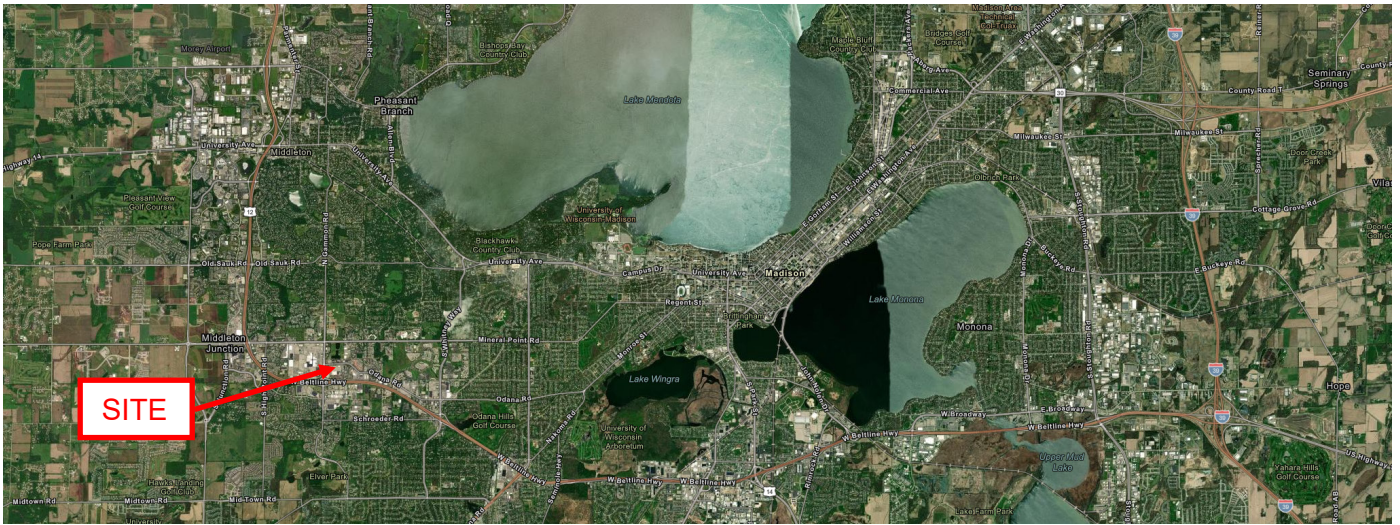
- b. A detention basin will be constructed on the north side of the site to achieve the release rate and water quality measures required.

City and Neighborhood Input:

Alder Keith Furman has agreed to waive the 30-day notification prior to submitting for a conditional use.

A DAT meeting was conducted in July 2021. The Traffic Engineering department suggested pedestrian connectivity from the building to the Metro Transit bus stop, which is provided. Additionally, west sidewalk will be routed to connect to the pedestrian route leading to the retail stores to the south of the development. The west access driveway is an exit-only route to prevent traffic congestion backing up to Odana Road.

Site Locator Map



Letter of Intent
4002 E. Washington Ave
October 19, 2021



Existing Site and Surrounding Buildings and Signs:



Photo 1: Site from Odana Road sidewalk (dated July 1, 2021)



Photo 2: Site from Odana Road sidewalk (dated July 1, 2021)



Photo 3: Site from Odana Road sidewalk at bus stop (dated July 1, 2021)



Photo 4: Site from southeast corner via Google (dated August 2018)



Photo 5: Site from southwest corner via Google (dated August 2018)



Photo 6: Burger King to west of site - 6909 Odana Road (dated July 1, 2021)



Photo 7: Multi-tenant retail building to east of development via Google (dated August 2018)



Photo 8: Multi-tenant retail building to south of development via Google (dated August 2018)

Letter of Intent
4002 E. Washington Ave
October 19, 2021



Photo 9: Multi-tenant retail building to north of development via Google (dated August 2018)

Site Development Data:

Gross Lot Area:	42,375 square feet (0.973 acres)
Proposed Building Area:	2,984 square feet
Paved Area:	23,973 square feet
Landscaped Area:	15,388 square feet
Proposed Drive-Through Stacking:	18 spaces
Proposed Parking:	27 stalls / 2 ADA
Proposed Bicycle Parking:	4 spaces

Thank you for your consideration in review of our proposal.

Sincerely,


Lauren Downing