

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 9, 2022

TITLE: 6831 Odana Road - New Restaurant in a
Planned Multi-Use Site. 19th Ald. Dist.
(68352)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Jessica Vaughn, Secretary

ADOPTED:

POF:

DATED: March 9, 2022

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Tom DeChant, Jessica Klehr, Shane Bernau, Rafeeq Asad, Lois Braun-Oddo, Russell Knudson and Christian Harper.

SUMMARY:

At its meeting of March 9, 2022, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new restaurant located at 6831 Odana Road. Registered and speaking in support was Lauren Downing, representing Arc Design Resources. Registered in support and available to answer questions was David Israel.

Updated plans addressed the Commission's previous comments, including revision of the drive-thru location to the south end of property to reduce impacts on pedestrian travel, revision of the proposed access of pedestrians coming from Odana Road to use the existing sidewalks, addition of sidewalks to the north side and addition of a stairway for direct access from the bus stop. The revised renderings show the building materials changed from EIFS to full brick. The required retaining walls will be tiered to provide for terracing. The parking configuration has been adjusted to provide for the most efficient layout while still meeting the requirements for dumpster locations. The landscape plan proposes to exceed the required number of landscape points.

The Commission discussed the following:

- Do we consider the chicken to be signage? It appears to be signage. I ask because it's integral to the architecture but I assume signage would be reviewed and approved later.
- It will be reviewed later.
- It would be considered signage, even the bits and pieces on the long façades would be considered signage. Regardless the sign would have to come back for a Comprehensive Design Review and would need multiple exceptions to the sign code to request the number of signs shown on the elevations.
- The Odana Special Area Plan that was recently adopted recommended at least two stories in height, are we bound by that?
 - The plan talks about having multi-story building in this location. The UDC is an advisory body to the Plan Commission on this, you could make a comment regarding the height. Because this is a conditional use, the approval standards state to give due consideration to the adopted plans.

- I would argue that I don't see the chicken or the three shapes on the one side as signage, they're integral to the design of a whimsical building. I really appreciate the design team taking to heart almost every single one of our comments and executing it very well.

ACTION:

On a motion by Braun-Oddo, seconded by Asad, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

The motion noted approval for the Layout Plan that provides a direct path with stairs and a railing from Odana Road.