

## AGENDA # 7

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> June 6, 2007
TITLE: 3051 East Washington Avenue – Demolition/New Construction in Urban Design District No. 5. 15 <sup>th</sup> Ald. Dist. (06636)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: June 6, 2007	<b>ID NUMBER:</b>

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Members present were: Paul Wagner, Chair; Robert March, Bruce Woods, Richard Slayton, Ald. Rummel, Feland, Lou Host-Jablonski, and Michael Barrett.

### **SUMMARY:**

At its meeting of June 6, 2007, the Urban Design Commission received an **INFORMATIONAL PRESENTATION** on the demolition and new construction of a “McDonald’s” restaurant in Urban Design District No. 5 located at 3051 East Washington Avenue. The project provides for the redevelopment of the existing McDonald’s at 3051 East Washington Avenue. The staff noted that the building site had been reduced in size by recent acquisitions by the City and the State to enlarge an adjacent bikeway. The development team presented plans for a downsized McDonald’s facility, to replace a 40-year-old store with a contemporary design. A review of the elevations emphasized the use of white culture stone with red brick, a drive-through with a covered trellis along with two-tone yellow signage and warm accent lighting on the building. Following the presentation, the Commission noted the following:

- Show how adjacent streets are configured including access to East Washington Avenue including the bike bridge and path and other details such as landscaping to provide context for the redevelopment proposal.
- If the bridge obscures the relocated restaurant, consider its replacement with a two-story structure.
- Like reduced arch features. Consider the development of an outdoor eating area to compliment with additional landscaping.
- Need more contextual information including maps, plans, and digital photos, as well as more discussion relevant to the East Washington Build Plan.
- Consider scaling down onsite parking and examine opportunities for shared parking with adjacent sites in order to reduce asphalt as much as possible, in addition to make the building as friendly as possible for pedestrian customers.
- Look at flipping the building to the east to provide for better pedestrian access.
- Issue with the absence of windows and doors when compared with the existing store.
- Relevant to architecture, the pedestrian side entry arc is flimsy and appears tacked on.
- Need to provide building elevations that are more dimensional and feature shadow lines.

- Combine texture of stone and brick may not be a good idea. Don't work well together, concern with competing textures.
- Provide color renderings of façade with shadow lines.
- The building appears 3-sided, needs to be 4-sided, as well as accessible to the neighborhood.
- Integrate the entry architecture into architecture of the façade and roofline as well as consider addition of clear-story windows. Consider high windows on the west elevations; provide additional information on other design alternatives for the exterior building façade.

### **ACTION:**

Since the Urban Design Commission received an **INFORMATIONAL PRESENTATION** on this item, no formal action was taken.

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 4, 5, 5, 6, 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>	4	4	3	4	5	3	4	4
	5	5	-	-	-	5	5	5
	-	6.5	-	-	-	-	-	info only
			info					
								5
	5	8	-	-	-	6	7	7
	5	7	-	-	6	6	6	6

**General Comments:**

- Don't turn the building against the neighborhood.
- Good start, but needs further study per our comments. We need to see much more context information.
- Need far more context info for the site – how this building and site relate to circulation, bridge, and neighborhood access is very important.
- Need context of surrounding street, new bridge, plans for Clyde Gallagher and Frontage Road and bike path. Relate to neighborhood/pedestrian users. Design all visible sides. Windows!
- Architecture looks good. Site problems may be severe.