

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> August 8, 2007
TITLE: 3051 East Washington Avenue – New Construction of a Restaurant in UDD 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: August 8, 2007	<b>ID NUMBER:</b>

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Members present were: Paul Wagner, Marsha Rummel, Richard Slayton, Michael Barrett and Todd Barnett.

### **SUMMARY:**

At its meeting of August 8, 2007, the Urban Design Commission **REFERRED** their consideration of a demolition and new construction of a restaurant located at 3051 East Washington Avenue. Appearing on behalf of the project were Michael Mangin, Tiffany Roberts and Dace Zeps, president and vice president of the Worthington Park Neighborhood Association. The modified plans featured the following:

- The curb line of the surface parking lot parallel to the property's Clyde Gallagher Avenue frontage has been moved in to increase the width of the intervening landscaped open space by 5 to 7-feet.
- The surface parking lot has been redesigned to utilize angled parking to create a better flow of traffic.
- The revised site plan reflects modifications to pedestrian linkages to the pedestrian bridge and bike path.
- The landscape plan has been revised to provide for additional landscaping utilizing more native plantings.
- The landscaping has been altered to be consistent in detail with the building elevations.

Staff provided background relative to issues raised in a memo from Traffic Engineering, as well as excerpts distributed by staff relevant to the provisions within the East Washington Avenue Gateway Revitalization Plan, a supplement to: The Old East Side Master Plan, which calls for the elimination of the proposed northerly frontage road paralleling East Washington Avenue, in addition to the proposed access drive to the frontage road. The applicant then presented an alternate proposal which provides for the elimination of the requested driveway access in order to resolve the inconsistency with the adopted plan. Following the presentation, Tiffany Roberts and Dace Zeps, of the Worthington Park Neighborhood Association spoke in favor of the project, but raised concerns relevant to the following:

- The neighborhood association had not been involved in the planning process for the demolition and renovation of the McDonald's restaurant until the end of July with not enough time to look at changes to access and visibility of McDonald's, which appears drastic but logical.
- Appreciate changes to accommodate foot traffic from neighborhood as well as adjacent neighborhoods across East Washington Avenue, but feel parking lot a bit bigger as combined and relocated to one side of the building.

- Accommodations should be made to provide for a larger outdoor eating area next to the pedestrian bridge with an emphasis to generally provide more outside seating to accommodate more foot traffic.
- Concern about lighting and conflicts with pedestrians and vehicles entering the site.
- The emphasis of development of parking on the site is contrary to the fact that very little parking occurs at the site. Traffic is primarily drive-up and walk-up.
- The parking area should be revised to create more greenspace, in conjunction with adjacent public open space.
- The plan needs to be altered to accommodate foot traffic, bike traffic and drive-thru as an emphasis.
- The neighborhood has not had sufficient time to review the project in order to make an informed decision on the proposal.
- Consider moving driveway with less parking lot and make more connected and friendly to the neighborhood. Concern with pedestrian safety.

Following comments by members of the neighborhood association, the Commission noted the following:

- Need to consider the provision of a decorative fence/barrier to prevent non-safe cut-throughs through the proposed surface parking area to the building.
- The area at the driveway needs to be consistently well lit in order to reduce conflicts between pedestrian, automobile and bikes accessing the site.
- The main drive aisle entry and its relationship to surface parking and the drive-up queue appears awkward.
- Consider making exiting from the drive-up use only utilizing the first drive aisle of the surface parking lot with a left hand turn movement only, in addition to incorporating a bump out to steer traffic.
- Need to resolve conflicts with the amount of hard surface at parking and at the main entry, as well as resolve conflicts with the truck, vehicle and pedestrian circulation.
- Concern with the queue of drive-up vehicles precluding ability of automobiles accessing the surface parking stall area.

### **ACTION:**

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a vote of (4-1) with Slayton voting no. The motion cited:

- The Commission's discomfort with consideration of approval of the project due to concerns with queuing for drive-up versus parking access, including issues with pedestrian and bicycle connectivity to the building.
- Lighting, in combination with City street lighting needs to be examined to ensure adequate lighting of the site as well as pedestrian/vehicular conflicts.
- The applicant needs to meet with the neighborhood association due to the lack of previous discussion on the project as proposed.
- Relevant to architecture, the clearstory makes signage not compliant with the Street Graphics Ordinance, therefore needs to be resolved.
- Be more creative about the siting of the building, access and circulation, rethink what side of the building parking is sited on and provide direct connection for pedestrians.
- Provide for a formal meeting with the neighborhood association. Look at one-way traffic flow to narrow the width of drive aisles.
- The Commission noted its appreciation to the applicant for attempting to work with a difficult site.

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 5, 5, 5 and 6.

**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>	5	6	6	6	5	5	5	5
	6	7	7	6	5	5	6	6
	5	7	6	6	6	2	5	5
	4	5	-	-	5	4	4	5

General Comments:

- Why was there no neighborhood meeting before coming to UDC? There may need to be a major revision to the site design to accommodate safe pedestrian passage.
- Should have met with neighborhood association before this. McDonald's sign letters must not cross clearstory mullions.
- Place bike parking around site. Rethink site circulation.
- A difficult site, many issues to resolve and many conflicting modes of access. Thanks for efforts at working with neighborhood.