

## AGENDA # 12

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> January 9, 2008
TITLE: 1920 South Park Street - Demolition and New Construction, "Taco Bell" Restaurant in UDD No. 7. 13th Ald. Dist. (08458)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: January 9, 2008	<b>ID NUMBER:</b>

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Members present were: Lou Host-Jablonski, Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

### **SUMMARY:**

At its meeting of January 9, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION**. Speaking on behalf of the project was Jeffrey Brownell, PFDA Architects, Inc. Prior to the presentation staff noted to the Commission that the property containing a "Taco Bell" restaurant located the corner of the intersection of Burr Oak Lane and South Park Street was recently annexed to the City as part of its agreement with the Town of Madison. Staff noted that the informational presentation was to provide for feedback on the redevelopment of the site for a new Taco Bell restaurant with drive-up facility. Staff noted that previous discussions on the redevelopment proposal found significant issue with the site at 17,213 square feet in size and proposed new building at 2,160 square feet in size, in accommodating drive-up access and reconfigured surface parking lot conflicts with the provisions for Urban Design District No. 7. The various plan options to be presented by Brownell could not address the requirements for new development within the district. Following a presentation by Brownell of the various site plan and building details, staff noted issues with the proposal's failure to address requirements relevant to building setbacks and orientation, building massing and articulation, building height (of two stories), windows and entrances, as well as provisions relevant to parking and service areas. Staff noted that these provisions were "requirements" to be addressed with any development proposal with options limited as described within the guidelines corresponding to each of the requirements within the provisions for the district. Following the presentation the Commission noted the following:

- A suburban building in an urban area.
- Find way to address the provisions of the district.
- Investigate address of the two-story issue.

### **ACTION:**

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Commission.

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 3 and 4/5.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1920 South Park Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	3
	4	5	-	-	-	4	5	4/5

General Comments:

- 2-story “appearance” would work for this tiny lot. Let’s not go overboard with prescriptive guidelines.
- Site is just too small, building needs to be 2-story, etc. Project doesn’t work. Period.
- No suburban design in an urban district. Give us real, dense urban design.
- Pull building to Park Street.