

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 7, 2013	
TITLE: 698 South Whitney Way – Demolition and New Construction in UDD No. 3, “Taco Bell.” 19 th Ald. Dist. (29740)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: August 7, 2013	ID NUMBER:	

Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, Melissa Huggins, Henry Lufler and Cliff Goodhart.

SUMMARY:

At its meeting of August 7, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of demolition and new construction in UDD No. 3 located at 698 South Whitney Way. Appearing on behalf of the project were Greg Lautzenheiser, representing Taco Bell Corporation; and Justin Lee Frahm, representing JSD Professional Services, Inc. Lautzenheiser reviewed changes to the plans, which include:

- The setback requirements are now met.
- A pedestrian way to the building.
- Bike parking stalls in the front.
- Two-way site with parking on both sides.

Stone, brick and EIFS materials were distributed. Staff noted that any sign above 10-feet in this district requires an exception to be granted by the Commission which is a separate hearing that was not publicly noted.

Comments from the Commission were as follows:

- I’d like to see you get rid of two stalls and make that corner a walking in space (southeast corner of site), especially where the sidewalk goes diagonally through there. At the very minimum make the adjacent a compact parking stall.
- A tree or hedge would help screen the trash enclosure area.
- Look at the Taco Bell at Whitney Way and University Avenue as a reference for making it more pedestrian friendly and safer.
- The whole entry sequence, you’ve got a stairway/ramp going up there, that’s an area to be creative and as generous as possible to addressing that intersection.
- I like the fact that the drive-thru is more hidden than it was.

Staff noted that the entire signage package required an exception from the provisions of UDD No. 3, requiring a separate public hearing.

ACTION:

On a motion by Lufler, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for the removal of at least one or two parking stalls to enhance the corner entry/greenspace, and return of the project for approval on lighting and signage plans.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 698 South Whitney Way

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	5	5	-	-	6	5	5
	6	6	6	6	-	6	6	6

General Comments:

- Improved screening of drive-thru.