

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 19, 2014	
TITLE: 432 South Gammon Road – Planned Commercial Site for “Chick-fil-A, Inc.” 9 th Ald. Dist. (33105)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: February 19, 2014	ID NUMBER:	

Members present were: Richard Wagner, Chair; John Harrington, Lauren Cnare, Dawn O’Kroley, Cliff Goodhart, Tom DeChant and Melissa Huggins.

SUMMARY:

At its meeting of February 19, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a Planned Commercial Site located at 432 South Gammon Road. Appearing on behalf of the project was Tim Reber. Reber presented the site plan with building layout, elevations and landscaping plan. The custom four-sided building will present as a 2-story mass to be consistent with other buildings along Gammon Road, with red and sierra tan brick.

Comments and questions from the Commission were as follows:

- Are you planning on using salt in the parking lot? I like these plants and what you’ve got going here, but I can tell you both the Hawthorne and the Ironwood are fairly salt-sensitive. I’d like you to keep them, if you’ve got curbs right there it might be OK for you, but they’re great trees. Depending on your drainage it may not be an issue.
- I’m curious about this small parcel.
 - This is a separate lot.Staff noted that whenever there’s an area of a development we basically provide that there’s an area of impact that requires improvement that may be outside of the applicant’s control, where CBL, as the owners of the mall can be required to improve that adjacent parking area, as well as pedestrian crossings including where bus stops are because the development is creating further attention that requires address of the issues.
- Does CBL have a master plan for West Towne?
 - (Secretary) West Towne is the original Planned Commercial Site for Madison since the first store. They have an internal ring road rather than stores that all front on the public street, so there’s a reciprocal cross-access agreement and arrangement between the City and West Towne that regulates development and projects as they occur. They have their own lotting system that is different than most subdivisions. We can require, depending on the impact of a particular development, specific conditions such as multi-modal studies to be done including additional

improvements to the mall as a whole that may be affected by a singular development that may have greater impact, versus one that doesn't. This being on the outskirts it is less of an issue. We have been encouraging them to redevelop a lot of their outpad sites, as well as those that have been utilized for snow storage.

It feels like incrementalism. I don't know what we're going to get, are they going in some direction or is it just opportunism?

- Staff noted that the whole attempt is basically to maintain the integrity of the mall proper by keeping it vital internally and externally by taking advantage of its situation and context. Redevelopment of low used areas like this site as a bank.
- You're developing a street edge along Gammon Road.
 - Staff remarked that one of the things in looking at this particular project as the staff level, was basically encouraging them to maintain that street edge, that buffer that exists with all the other developments that occur, as well as the pedestrian linkages to the street. So these were done in direct response to what staff has encouraged, that was required with the other developments that occurred (Texas Longhorn, Pancho's, etc.).

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 rating for this project is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 432 South Gammon Road

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

General Comments:

- Typical corporate architecture, undistinguished.