



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

126 S. Hamilton Street
P.O. Box 2985
Madison, Wisconsin 53701-2985
Phone: (608) 266-4635
www.cityofmadison.com

TO: Urban Design Commission
FROM: Sydney Prusak, Planner
DATE: December 20, 2017
SUBJECT: ID [49536](#) (Plan Commission) – Conditional use to amend an existing Planned Multi-Use Site to establish a restaurant with a vehicle access sales and service window (drive-thru) at **135 East Towne Mall**; 17th Ald. Dist.

The applicant is before the Urban Design Commission (UDC) requesting **initial/final approval**. The applicant is requesting conditional use approval, from the Plan Commission, to amend an existing Planned Multi-Use Site (East Towne Mall) to establish a restaurant with a vehicle access sales and service window (drive-thru) in the Commercial Center (CC) zoning district.

Approval Standards

For this application, the UDC will act as an advisory body to the Plan Commission. This project is considered a major alteration to the East Towne Mall Planned Multi-Use Site.

MGO 28.137 (2)(e) states that “A planned multi-use site containing more than forty thousand (40,000) square feet of floor area and where twenty-five thousand (25,000) square feet of floor area is designed or intended for retail use or for hotel or motel use, shall require conditional use approval following a recommendation on the design of any specific proposal by the Urban Design Commission.” In addition, Conditional Use Standard 9, MGO 28.183(6)(a)9 states that “When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for comment and recommendation.”

The site is **not** within an urban design district (UDD) and therefore is not held to UDD standards.

Summary of Design Considerations for the UDC

This portion of the Planned Multi-Use Site is currently a surface parking lot serving the mall, and the proposed building would sit along East Towne Mall, the mall’s inner ring road. The east side of the building includes the front door entrance and parking lot. An outdoor dining area is also planned for this side of the building, which is a permitted use within Commercial Center (CC) zoning. The proposal includes several site improvements in terms of landscaping and accessibility. New sidewalks and crosswalks are proposed to connect restaurant customers to the additional “off-site” parking areas within the mall area.

Recommendation for the Plan Commission

The Planning Division believes that the standards of approval for the requested conditional use for an alteration to a Planned Multi-Use Site can be found met. Staff acknowledges that the new building and site amenities represent a significant improvement over its current use as a surface parking lot. The surrounding area is characterized by its mix of predominantly auto-oriented commercial uses, and this use conforms to the existing character of the site. The Planning Division does not have specific design concerns on this request.