

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 20, 2017
TITLE: 135 East Towne Mall – New Construction of “Portillo’s Restaurant” and Review of Signage Package. 17 th Ald. Dist. (49579)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: December 20, 2017	ID NUMBER:

Members present were: Richard Wagner, Chair; John Harrington, Cliff Goodhart, Lois Braun-Oddo, Amanda Hall, Rafeeq Asad and Tom DeChant.

SUMMARY:

At its meeting of December 20, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of new construction of “Portillo’s Restaurant” located at 135 East Towne Mall. Appearing on behalf of the project were Jeff Vercauteren, Bryon Eagan and Skip Alexander, all representing CBL Properties; Justin Frahm, Wendy Hunter and Tammy Rozek, representing Portillo’s. The applicants provided new renderings showing the façade louver color, and reviewed the site location and access. They have been working with staff, including Traffic Engineering. The main building will be on the west side of the site with access from the ring road. Sidewalks will be added around the entire site for pedestrian connectivity. The drive-thru and services operations were identified, with the service window on the south side. They reviewed landscape screening and the trash enclosure, as well as stormwater management in open spaces with a vegetative biofilter on the west end. Additional parking will be landscaped with pedestrian access amenities. The overall theme is a futuristic look at a throwback to 1950s diners. They have provided openings towards the street, screening to cover mechanical equipment, and reviewed building material samples including modular smooth finish brick, additional darker and lighter brick, paint colors of anodized aluminum gray and green (awnings and columns). The louvers have been changed from red to a charcoal gray. Signage will meet code.

Comments and questions from the Commission were as follows:

- The drive-thru has a lot of asphalt. Can this be done without the width of that lane?
 - During peak hours we don’t want to block traffic or pack the site too tightly, nor do we want any stacking into the street. The additional lane keeps traffic moving, more jurisdictions are requiring a bypass lane.
- This is a fine project, much improvement. I would suggest Saris racks for the bikes, and rethink where they will be located.

ACTION:

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0).