

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 20, 2017

TITLE: 6918 Seybold Road (formerly 601 Gammon Road) – New Development of a Multi-Tenant Building in UDD No. 2. 19th Ald. Dist. (49774)

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 **RECEIVED AN INFORMATIONAL PRESENTATION** for new development of a multi-tenant building located at 6918 Seybold Road in UDD No. 2. Appearing on behalf of the project was Tom Sanford, representing Steve Welch.

Sanford presented plans for this challenging site that was just attached to the City of Madison. They are looking at three units with a drive-thru at the end unit. They wanted to have a drive-thru that would wrap around the building, similar to the Starbucks on Gammon Road (existing building), but Planning does not support that idea for a new building. They are currently working with Traffic Engineering on the drive-thru radius and may bump it out to the property line. The building has shrunk from 10,000 square feet. The site is a hill up to the east, with the grade is higher than the sidewalk and Gammon Road. Discussions with Planning about lowering the grade to the sidewalk determined that to be unfeasible. The DOT-maintained fence that surrounds the site may be removed. The building will be broken up with a variety of materials but will not include EIFS. The City wants to have access off the Gammon Road sidewalk with stairs.

Comments and questions from the Commission were as follows:

- The City is in agreement to improve Seybold Road?
 - It's proposed but there's no commitment. They're saying it's going to happen. As I understand it Gammon Road will be improved.
- I appreciate Planning's desire to have buildings hold the corner and set things up like traditional pedestrian-oriented commercial buildings. But given that this is the corner of Gammon and the Beltline, and the pattern of development that's already there, I would challenge the notion of not bringing a drive-thru in front of the building and having some activity in front of it. I'm concerned that it all looks nice in the elevations, that we end up with complete back-of-the-house. We've had this discussion before on other properties; I would like to see what the drive-thru looks like in front of the building instead of this tortuous loop with a retention pond in the corner.

- I'm happy to bring that topic up with Kevin.
- I agree about where the drive goes but I still think the back-of-house issue is going to be there. You're not going to have two fronts on these smaller commercial spaces.
- Have you considered one double row of parking on the Gammon side, and have the employees park in back?
 - That is anathema with the City.
- I believe this body could make that change if it made sense on your site plan.
 - It's a lot better traffic flow for sure. We had to do a lot with ATC because this drive-thru is on their easement. Still it would impact the site anyway.
- The back of the building ought to be up against the ramp and it ought to have a real back.
 - You can't do that with the ATC easement, it's right there. DAT said no, it has to hold the corner.
- You may consider orienting it east-west so you have a parking lot on the Beltline side and one on the Seybold side and a presence on Gammon Road. Kind of like Wendy's.
- I'd like to communicate that I believe we are in a position to approve something despite Planning's best knowledge and experience.
- There's no allowance for back-of-the-house operations. My suggestion is to orient the building east-west with parking to the north and south, and avoid the presence of back-of-the-house on Gammon Road. Give the applicant a better shot at having a more rational drive-thru lane toward the east side of the site.
- The Starbucks drive-thru on Gammon Road is the worst.
- It would be helpful to get contextual perspective down Gammon, to understand the City's argument about bringing it out to the corner. I don't think there's any context to try to pedestrianize that side of Gammon Road.

In summary, the Commission made the following suggestions:

1. Do not bring the building to the corner. Orient the building east-west with parking on the north and south sides. The back of the building should face the easement. Avoid back-of-the-house on Gammon Road.
2. Provide parking on the Beltline and Seybold Road sides with building presence on Gammon Road. Provide on bank of double-loaded parking on the backside for employees.
3. Provide a drive-thru on the east side of the site.
4. Provide contextual perspectives. Show the relationship of the building to the site.

ACTION:

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