



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 522 S. Gammon Road
Application Type: New Restaurant Building – Initial/Final Approval is Requested
Legistar File ID # [62270](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Todd Mosher, RA Smith, Inc., Naperville IL

Project Description: The applicant is seeking initial/final approval of a new one-story restaurant building at West Towne Mall. The existing one-story retail building has been approved for demolition and a new one-story structure will be constructed on site. Site improvements also include new landscaping islands and site lighting.

Project Schedule:

- The UDC received an informational presentation on October 7, 2020.
- The Plan Commission is scheduled to review this proposal on January 25, 2021.

Approval Standards:

The UDC is an **advisory** body for this request. The site is located in the Commercial Center (CC) zoning district and it is part of a Large Retail Development and Planned Multi-Use Site, as defined in Madison General Ordinance. In order to approve, the proposed project must be found by the Plan Commission to meet the design standards for a Planned Multi-Use Sites pursuant to Section 28.137(2)(e) and 28.137(2)(f) of the Zoning Code.

Summary of Adopted Plan Recommendations:

The Comprehensive Plan (2018) recommends Regional Mixed Use (RMU) development for the subject property and surrounding areas. With a general height range between two and 12 stories, RMU areas are generally intended to be the most intensively developed areas outside of Downtown. The plan however, acknowledges that both the East and West Towne mall areas may continue to be auto-oriented malls for some time. Further, the plan states that future redevelopment that requires rezoning (which this request does not) should begin the transition to a more pedestrian/bicycle/transit friendly environment with a wider variety of uses.

Summary of Design Considerations and Recommendations

Planning Division staff requests that the UDC provide comment on the recommendations for the site plan, landscape plan, and exterior design & appearance of all principal buildings and their relationship to the larger multi-use site context.

Design Considerations:

- City staff, including Traffic Engineering, is recommending that a continuous sidewalk along the ring road be provided, as shown on the previously presented plans. Note that at the informational meeting, the UDC recommended that there be a buffer between sidewalk and road, or just remove sidewalk and show landscaping. The UDC should provide specific findings related this aspect of the request.
- City Traffic Engineering has also recommended that the location of the internal sidewalks and crosswalks be relocated to lessen potential conflicts with drive-thru traffic. Staff understands this modification was amenable to the development team.
- Consider existing area context and how it relates to the new development.

- Review the building massing & materials of proposed building and their relationship to the existing West Towne Mall.
- Signage is not part of this application/review process. Staff recommends the development team meet with zoning and UDC staff to review signage package.

Staff refers the Commission to their comments from the 10/7 informational presentation:

- The bike tunnel comes in right at this corner, would appreciate the site plan showing connectivity.
- The amount of surface parking jumps out at me. That long sweeping curve will need landscaping parking islands. When the next version of this comes before us it would be nice to see some decent landscaping around this. These mall developments, the site lines of where the roads are in the wintertime and which way you should go are just awful. Where different areas are delineated with some real trees and shrubs and landscaping to break up these areas would be helpful.
- Plant trees to delineate between the ring road and your project.
- Sidewalk and landscape buffer. Agree there needs to be some refuse in this auto-centric space. Having space with landscape would be best case scenario. Appreciate all the connections you're indicating, you need an island every 12 stalls.
- Given the choice, that can all be green or sidewalk. Considering how many people will be walking along there, it doesn't lead you anywhere.
- I know Traffic has their concerns too.
- Stormwater – this area of Madison saw significant flooding the last couple of years. I don't know how the new ordinance and this amount of pavement is treated, that's something I would look for, what's happening with that stormwater, how are we slowing it down, treating it, storing it.
- Did Traffic Engineering raise a concern about the three lane curb cut coming out the ring road? Stop signs? Cars coming in and out, bicycles and pedestrians, that concerns me.
- Exiting coming out onto the paved road to the west of the site rather than an additional curb cut?