



**Report to the Plan Commission - ADDENDUM**

**June 20, 2011**

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**Legistar I.D. #22831**  
**2705 East Washington Avenue**  
**Conditional Use**

**Report Prepared By:**  
**Kevin Firchow, AICP**  
**Planning Division**

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City Zoning initially determined an administrative-level parking reduction would be required. This is reflected in the original report to the Plan Commission. The Zoning Administrator has reviewed the proposed parking with the ordinance requirements and has since determined the number of stalls meets the ordinance requirements and that the approval of a parking stall reduction is **NOT** required.

The zoning comments are attached.

**CITY OF MADISON  
INTERDEPARTMENTAL  
CORRESPONDENCE**

**Date:** June 20, 2011

**To:** Plan Commission

**From:** Patrick Anderson, Assistant Zoning Administrator

**Subject:** 2705 E Washington Avenue

**Present Zoning District:** C-2

**Proposed Use:** Construct restaurant with drive-up window (McDonald's) at existing multi-tenant commercial/retail development.

**Conditional Use:** 28.09 (3)(d)9. Drive-in establishments are a Conditional Use.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). **NONE.**

**GENERAL OR STANDARD REVIEW COMMENTS**

1. Parking requirements for persons with disabilities must comply with City of Madison General Ordinances Section 28.11(3)6.(m) which includes all applicable State accessible requirements, including but not limited to:
  - a. Provide the minimum number of accessible stalls to serve the parking lot, striped per State requirements. A minimum number of the stalls shall be a van accessible stall 8' wide with an 8' striped out area adjacent.
  - b. Show signage at the head of the stalls. Accessible signs shall be a minimum of 60" between the bottom of the sign and the ground.
  - c. Show the accessible path from the stalls to the building. The stalls shall be as near the accessible entrance as possible. Show ramps, curbs, or wheel stops where required.
2. Bike parking shall comply with City of Madison General Ordinances Section 28.11. Provide four (4) additional bike parking stalls for the restaurant site, in a safe and convenient location on an impervious surface to be shown on the final plan. Call out and dimension bike stalls. NOTE: A bike-parking stall is two feet by six feet with a five-foot access area. Provide details of proposed bike rack.
3. Exterior lighting must comply with City of Madison lighting standards.
4. Clearly show the three required loading spaces on the final overall site plans for the sites.

2705 E Washington Ave

June 20, 2011

Page 2

5. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 of the Madison General Ordinances. This is in an Urban Design District. Signage must be approved by the Urban Design Commission and Zoning. Sign permits must be issued by the Zoning Section of the Department of Planning and Development prior to sign installations
6. Landscape and site plans for the entire East Madison Shopping Center site must be revised for this site change. Parking lot plans with greater than twenty (20) stalls shall comply with City of Madison General Ordinances Section 28.04 (12). Landscape plans must be stamped by a registered landscape architect. Provide a landscape worksheet with the final plans that shows that the landscaping provided meets the point and required tree ordinances.

**C2 ZONING CRITERIA**

<b>Bulk Requirements</b>	<b>Required</b>	<b>Proposed</b>
Lot Area	6,000 sq. ft.	196,076 sq. ft.
Lot width	50'	649.27'
Front yard	0'	Adequate
Side yards	0'	Adequate
Rear yard	10'	Adequate
Floor area ratio	3.0	less than 1.0

<b>Site Design</b>	<b>Required</b>	<b>Proposed</b>
Number parking stalls for development	Restaurant: 30% of capacity/ 30 Office: 1 per 400 sq. ft. of floor area 42 Library: 1 per 800 sq. ft. of floor area 13 Retail : 1 per 300 sq. ft. of floor area <u>130</u> 215	243 (including adjacent non-accessory parking lot on Hermina St.)
Accessible stalls	TBD	TBD (1)
Loading	2- 10' x 50' for larger site 1- 10' x 35' on site for restaurant	TBD (4)
Number bike parking stalls	4 additional for restaurant	(2)
Landscaping	Yes	Yes (6)
Lighting	Yes	Yes (3)

2705 E Washington Ave

June 20, 2011

Page 3

<b>Other Critical Zoning Items</b>	
Urban Design	Yes
Floodplain	No
Utility easements	No
Adjacent to park	No
Barrier free (ILHR 69)	Yes

With the above conditions, the proposed project **does** comply with all of the above requirements.

**Firchow, Kevin**

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**Subject:** McDonald's relocation

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**From:** Rhodes-Conway, Satya  
**Sent:** Sunday, February 20, 2011 11:11 AM  
**To:** Murphy, Brad; Nan Fey  
**Subject:** McDonald's relocation

Dear Plan Commissioners:

Although the proposed relocation of McDonald's on E. Washington is not in my district, my constituents have taken a significant interest in the project as they frequent the shopping center in question and use the Library there. I respect Ald. Palm and whatever opinion he has on this issue, but I want you to know that, of those I have heard from, my constituents are uniformly against this proposal. Therefore, I respectfully request that you do not approve it.

Best,  
Satya Rhodes-Conway  
Alder, District 12

EMAIL FROM ALD. RHODES-CONWAY  
(ORIGINALLY PROVIDED AS A  
COMMUNICATION ON 2/21/2011)

## Firchow, Kevin

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**From:** Ethington, Ruth on behalf of Planning  
**Sent:** Monday, June 20, 2011 7:11 AM  
**To:** Firchow, Kevin  
**Subject:** FW: Letter to commission members on Mc Donalds relocation

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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**From:** Debra Vilbrandt [mailto:dvilbrandt@webtv.net]  
**Sent:** Sunday, June 19, 2011 2:37 PM  
**To:** Planning  
**Subject:** Fw: Letter to commission members on Mc Donalds relocation

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**From:** Debra Vilbrandt  
**Sent:** Sunday, June 19, 2011 2:21 PM  
**To:** bmurphy@cityofmadison.com  
**Cc:** dvilbrandt@webtv.net  
**Subject:** Letter to commission members on Mc Donalds relocation

As a resident of the 12th district I am opposed to this relocation.

-it is now difficult for a pedestrian to cross east wash at Pawling and Kedzie as there are no lights and cars back up at rush hours and cars don't stop for peds. This will only get worst with increase traffic going to Mc D's.

-there are no sidewalks going into the shopping center at the proposed location, peds have to use the road or parking lots and this is dangerous especially in winter when the road is narrowed with snow piles and visibility is lowered.

-this relocation will benefit commuters and will not benefit the neighborhood. The neighbors will boycott the new Mc D's.

Thanks for your service and consideration of this matter. Debbie V

## Firchow, Kevin

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**From:** rgarms tds.net [rgarms@tds.net]  
**Sent:** Sunday, June 19, 2011 12:54 PM  
**To:** Parks, Timothy  
**Subject:** McDonald's on E. Wash

Dear Mr. Parks,

I think this is a really bad idea. There is already a lot of traffic in that shopping center, and parking can be a problem. Anyone who uses it (as we regularly do) will tell you that increasing traffic and making it harder to park will hurt access to Public Health and the library.

And, what's the point? There is already a McDonald's a quarter mile away. There is a Burger King in that very same shopping center. It is hard to see the point of another fast food place, serving exactly the same product as two nearby locations, especially when it degrades access and parking for other unique and important uses.

The idea of a 24 hour drive through is an even worse, for obvious reasons. Please do not allow this unnecessary development that benefits only corporate interests.

Roger Garms

**Firchow, Kevin**

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**From:** agarden tds.net [agarden@tds.net]  
**Sent:** Sunday, June 19, 2011 10:02 AM  
**To:** Parks, Timothy  
**Subject:** Fwd: McDonalds at Madison East Shoppig Center

Please pass on these comments at the Commission meeting Monday, June 20.

----- Forwarded message -----

**From:** **agarden tds.net** <agarden@tds.net>  
**Date:** Sun, Jun 19, 2011 at 9:56 AM  
**Subject:** McDonalds at Madison East Shoppig Center  
**To:** [bmurphy@cityofmadison.com](mailto:bmurphy@cityofmadison.com)  
**Cc:** "ktgarden chorus.net" <[ktgarden@chorus.net](mailto:ktgarden@chorus.net)>

Dear Mr. Murphy,

I just heard that the Plan Commission is voting on a proposal Monday to build a McDonalds in front of the Hawthorne Branch Library on East Washington Avenue.

I want to go on record as opposing this building for the following reasons:

1. That stretch of East Washington already has three fast food operations (including another McDonalds).
2. Another McDonalds in the proposed location would wipe out parking in an already tight parking location in front of the library and the Public Health offices.
3. It would increase traffic in a shopping center where traffic is already difficult to regulate (note the signs put up by the strip mall management).
4. It would degrade the neighborhood. The area directly behind the library is residential. They had to live for years with Paddy's Pub (loud noises, public urination, drug use), and are now facing the possibility of 24-hour traffic (loud noise, booming music, gathering groups of people). This is the situation at Taco Bell, and would be the situation in this East Shopping location.

Please relay my remarks to the Commission.

Thank you.

Ann Garden



**Firchow, Kevin**

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**From:** kakdrgn@aol.com  
**Sent:** Monday, June 20, 2011 7:48 AM  
**To:** Parks, Timothy  
**Subject:** No to 24 hour McDonalds

Mr. Parks:

I live in the neighborhood of the proposed 24 hour McDonalds on East Wash. Please tell the planning commission I do not want this. I prefer the space be used to facilitate the parking for use of the library. Thank you for your time.

Kathleen Dorgan

## Firchow, Kevin

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**From:** ktgarden chorus.net [ktgarden@chorus.net]  
**Sent:** Sunday, June 19, 2011 9:18 PM  
**To:** Parks, Timothy  
**Subject:** Fwd: McDonalds at the Madison East Shopping Center

(forwarded per the out-of-office instructions from Brian Murphy)

----- Forwarded message -----

**From:** **ktgarden chorus.net** <ktgarden@chorus.net>  
**Date:** Sun, Jun 19, 2011 at 3:36 PM  
**Subject:** McDonalds at the Madison East Shopping Center  
**To:** [bmurphy@cityofmadison.com](mailto:bmurphy@cityofmadison.com)

Dear Mr. Murphy

I understand that you can relay my comments about the proposed new McDonalds to the right people, and I thank you in advance for doing so.

I oppose the development.

I own the residential property immediately behind the library. When I first moved in (when the commercial spaces were occupied by ALDIs and Paddy's Pub) I saw people use the alley for sleeping, defecating, and shooting up drugs. The shrubs at the back of my property were constantly full of debris in the form of fast food wrappers, plastic bottles, and other detritus. Bored people loitered in the alley and on the public walkway that connects Union and Hermina streets; they talked very loudly and cursed constantly.

Thankfully, Paddies Pub and ALDI's were replaced and the neighborhood took on a decidedly better tone. I much prefer it now, when people with time on their hands can go to the library and people who want to hang out and talk smack can cross the street and do so at Taco Bell.

Presumably McDonalds wants to build at this location because they expect to draw in large numbers of customers. That is exactly what we do not need. The increased car and foot traffic, with the accompanying noise (loud conversations, booming stereo basses, engines and mufflers) can only be a detriment to the area. People who "drive thru" to grab a meal don't care about the litter they leave behind or the people they disturb. They don't "make a neighborhood"—they can only make the neighborhood worse.

Very sincerely,

Kate Garden

Owner of 2662 Union Street

## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Monday, June 20, 2011 1:25 PM  
**To:** Firchow, Kevin  
**Subject:** FW: East Washington McDonalds

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

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**From:** Deanna Schneider [mailto:deanna.schneider@gmail.com]  
**Sent:** Monday, June 20, 2011 6:18 AM  
**To:** Murphy, Brad  
**Subject:** East Washington McDonalds

Hello Brad,

I can not attend the public meeting regarding the proposed McDonald's on East Washington, but I would like to go on record as opposed to it. This area does not need another business with more traffic. It also does not need another restaurant that promotes poor health and obesity.

Thanks.  
-Deanna

## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Monday, June 20, 2011 1:25 PM  
**To:** Firchow, Kevin  
**Subject:** FW: Proposed McDonalds Relocation

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

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**From:** Matthew Miller [mailto:sandpiper@edaphos.com]  
**Sent:** Monday, June 20, 2011 8:59 AM  
**To:** Murphy, Brad  
**Cc:** Rummel, Marsha  
**Subject:** Proposed McDonalds Relocation

The East Madison Shopping Center is already a dangerous place from the standpoint of too much traffic. Please vote against making this location worse by adding a McDonalds. McDonalds is okay where it is now. They were compensated for the bridge obscuring their sign. Will they give back the compensation money? They can be seen where they are now located, especially when headed inbound. it is hard to miss those golden arches.

Thanks for the consideration. VOTE NO !!

Matthew Miller  
2329 Willard Avenue  
Madison, WI 53704

608-245-3995  
[sandpiper@edaphos.com](mailto:sandpiper@edaphos.com)

## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Monday, June 20, 2011 1:25 PM  
**To:** Firchow, Kevin  
**Subject:** FW: vote of opposition on the construction of McD's on East Washington Ave.

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

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**From:** Michelle Vittoria Livanos [mailto:michellelivanos@yahoo.com]  
**Sent:** Monday, June 20, 2011 9:38 AM  
**To:** Murphy, Brad  
**Subject:** vote of opposition on the construction of McD's on East Washington Ave.

Greetings,

I am writing to strongly express opposition to the proposal of the building of a McDonald's on East Washington Ave. in the Madison East Shopping Center, with a 24-hour drive-thru. Putting in such a business will increase vehicular traffic, take away parking for patrons of the library and other businesses at the shopping center, and be a disturbance to the peace and quiet of residents living in the area. This simply will not be a good neighbor and not be an improvement.

Sincerely,

Michelle Livanos

## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Monday, June 20, 2011 1:25 PM  
**To:** Firchow, Kevin  
**Subject:** FW: opposed to McDonalds

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

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**From:** Deb Vandenbroucke [mailto:dbvdb\_2000@yahoo.com]  
**Sent:** Monday, June 20, 2011 9:41 AM  
**To:** Murphy, Brad  
**Cc:** Rummel, Marsha  
**Subject:** opposed to McDonalds

I want to go on record as being opposed to McDonald's being added to the already congested strip mall in which Hawthorne library is located. We try not to drive in that parking lot because it is quite dangerous currently. We have had many close calls there.

We want the area to be LESS strip mall, more inviting, pedestrian friendly - more with the attitude of the initial design of Union Corners. More mixed-use. This plan is going to make a bad situation even worse. There is already enough dubious businesses there plus Burger King Drive through - enough!

McDonald's already got a settlement from the city - they should figure out a better place to locate with a better design than this one is.

Deb Vandenbroucke  
2737 Milwaukee Street  
Hawthorne Library Patron

## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Monday, June 20, 2011 1:25 PM  
**To:** Firchow, Kevin  
**Subject:** FW: Please do not approve McDonald's

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

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**From:** mary knotts [mailto:knottsmary@hotmail.com]  
**Sent:** Monday, June 20, 2011 9:48 AM  
**To:** Murphy, Brad  
**Cc:** Rummel, Marsha  
**Subject:** Please do not approve McDonald's

I am opposed to McDonald's being added to the parking lot on E.Washington where we have our library.

McDonald's should find a less congested location and a more neighborhood oriented design.

Mary Knotts  
2737 Milwaukee Street  
Hawthorne Library Patron

## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Monday, June 20, 2011 1:26 PM  
**To:** Firchow, Kevin  
**Subject:** FW: Please share with Plan Commission members - McDonald's vote

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

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**From:** Boni Westover [mailto:bjwestover@hotmail.com]  
**Sent:** Monday, June 20, 2011 11:06 AM  
**To:** Murphy, Brad  
**Subject:** Please share with Plan Commission members - McDonald's vote

Dear Mr. Murphy,

Please add my views to the others shared with the Plan Commission prior to today's vote on the McDonald's in the Madison East Shopping Center.

There are so many reasons that adding a 24 hr. McDonald's drive through to an already busy parking lot is a bad idea - vehicle exhaust; increased car traffic; safety issues for pedestrians, bus riders, bike riders; noise & safety issues for Hermina St. neighbors, the list goes one - and I'm sure these concerns will be addressed by others.

In addition to all the obvious reasons that allowing McDonald's to build in the East Madison Shopping Center would be a poor decision, here is my major concern. **It reflects poorly on the City of Madison and the Plan Commission. Allowing McDonald's to put a 24 hour drive through in this location would continue to perpetuate the practice of putting low quality but low cost food in a low income neighborhood.** Sure, low cost food is fabulous when you have little money to spend on food. However, it is a well-documented reality that McDonald's food is high in sugars, carbohydrates, and fat. It is exactly this sort of diet that leads to obesity, diabetes, and heart disease - the rates of which are higher in low income neighborhoods than in those whose members are more affluent.

Plan Commission members know there is already a source of low cost, low quality food at the adjacent Burger King. The Plan Commission is not being faced with the question of whether or not to build another fast food restaurant in this location because the neighborhood needs another poor quality food choice. You are faced with this question because McDonald's has proposed it. What will do more to reflect most positively on the City of Madison and the Plan Commission - a 24 hour McDonald's drive through or an engaged group of healthy albeit low income neighbors?

Please take a stand and deny the fast food industry carte blanche access to low income neighborhoods. When McDonald's is ready to propose an East Madison Shopping Center location that serves fresh fruits and vegetables and whole grains without the added sugars, salt & fat, then my family will welcome them to the neighborhood. Thank you.

Bonita Westover



## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Monday, June 20, 2011 1:27 PM  
**To:** Firchow, Kevin  
**Subject:** FW: Plan Commission/McDonalds

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
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Madison, WI 53701  
608 266 4635

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**From:** Eileen Stuntebeck [mailto:eielectric@yahoo.com]  
**Sent:** Monday, June 20, 2011 11:22 AM  
**To:** Murphy, Brad  
**Subject:** Plan Commission/McDonalds

To Whom It May Concern:

I hope that you can share this with all the Commission members. I am opposed to McDonalds relocating a block or two down the street on E. Washington from where they are now. That parking lot is already too crowded. That McDonalds has been in its current location for ages. I worked there as a teen. I don't see anything wrong with the current location. And, since the city already paid them off for "blocking" the arches, why are we still discussing the move? They should stay where they are. I believe it will be a mess if they move. It is already a small parking lot that is difficult to move around in. There is not room for an entire building and drive-thru there. (And it will leave an empty, blighted spot down the street.)

Sincerely,  
Eileen Stuntebeck

## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Monday, June 20, 2011 1:27 PM  
**To:** Firchow, Kevin  
**Subject:** FW: Comments re East Wash McDonalds for plan comm

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

-----Original Message-----

**From:** Chris Lukas [mailto:lukas@luhala.com]  
**Sent:** Monday, June 20, 2011 8:49 AM  
**To:** Murphy, Brad  
**Subject:** Comments re East Wash McDonalds for plan comm

To the plan commission:

As a long time east side resident, I would like to register my opposition to the moving of the E. Wash McDonalds into the nearby mall.

Besides the obvious traffic and crowding concerns, that particular establishment offers nothing that adds value to our community. Just the opposite, it hurts our community by peddling unhealthy food while providing substandard wages.

I urge you to stop the spread of restaurants like these and the blight that accompanies them by denying this particular plan.

Chris Lukas  
321 Riverside Dr  
Madison, WI 53704