

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 4, 2013

TITLE: 7401 Mineral Point Road – Construction of
Two Single-Story Restaurant Buildings. 9th
Ald. Dist. (31918)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 4, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; John Harrington, Melissa Huggins, Henry Lufler, Tom DeChant, Cliff Goodhart and Lauren Cnare.

SUMMARY:

At its meeting of December 4, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of the construction of two single-story restaurant buildings located at 7401 Mineral Point Road. Appearing on behalf of the project were Kim Williford and Ryan Rogers, representing Bonefish Grill. Changes to the site plan include the drive-thru lane iteration moving to the south, which alleviates the concern of the drive-thru directly through both footprints and breaks up the space between the buildings. To strengthen the pedestrian core and front entries of the restaurants they have added more parking islands. Williford then presented changes to the plans for Bonefish Grill, including using real stucco on the building and a brick face around the building in the areas that have the stucco similar in color. The roof parapets have been raised. Signage is code compliant. Awning signage has changed slightly with the removal of some text. The stormwater management areas now have more natural forms in the terrace area abutting Mineral Point Road. Narrowing them and creating a more organic form allows them to now stretch and break up that massing, as well as preserve and protect the trees currently in the Mineral Point Road terrace.

Comments and questions from the Commission were as follows:

- I am concerned with who uses that walkway between the two buildings. I'd like to see it embellished with sitting areas; as it looks now it's just a cut through.
 - It's just an access point for people parking in the back to get to the entries that are in front. There will be no entries from the rear.

Maybe your landscape plan doesn't need to be that involved. It looks like it wants to be a garden with all the variety you're showing but there really isn't enough space for a garden. Look at something that addresses people walking through there. Are the grasses hiding anything?

 - Transformers.

If you could give more room to the place where people will be eating outdoors. It seems way over designed for what it is; you could get by with something less involved.

- The one thing I will personally insist on is in your parking lot areas, you've got too much concrete without any islands. I would create landscape islands on both sides of that walk; eliminate concrete islands, add trees. It's only going to make both restaurants more appealing, and provide shade in the parking area. You might consider putting a tree on both sides of that walk.
- The three trees you've got on the right (on side of Restaurant A) at walk on side of Restaurant B in a Bosque fashion, if those were replicated on the left you'd make it a little more simple.

ACTION:

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

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7401 Mineral Point Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	6	6	-	-	6	5	6
	6	6	6	-	5	6	-	6