

PLANNING UNIT REPORT
DEPARTMENT OF PLANNING AND DEVELOPMENT
April 3, 2006

RE: I.D. # 03242, Demolition Permit and Conditional Use – 4302 E. Washington Avenue

1. Requested Action: Approval of a demolition permit to allow an existing one-story commercial building located at 4302 E. Washington Avenue to be razed and a new restaurant to be constructed, and a conditional use for an outdoor seating area and drive-up window to serve the restaurant.
2. Applicable Regulations: Section 28.04 (22) provides the guidelines and regulations for the approval of demolition permits. Section 28.09 (2)(d) identifies outdoor eating areas and drive-in establishments as conditional uses in C2 zoning. Section 28.12 (11) provides the guidelines and regulations for the approval of conditional uses. The project also proposes an amendment to an existing planned commercial site; the requirements for planned commercial sites are found in Section 28.04 (24).
3. Report Prepared By: Timothy M. Parks, Planner

GENERAL INFORMATION

1. Applicants: George Sarfatty & Joel Lome, Sarfatty Associates; 3201 Old Glenview Road; Willmette, Illinois on behalf of Starbucks Coffee, the future owner and tenant.

Property Owner: Stuart R. Stair; 4302 E. Washington Avenue; Madison.
2. Development Schedule: The applicants wish to proceed as soon as all necessary approvals have been granted.
3. Location: Approximately 15,000 square feet generally located at northeast corner of Continental Lane and E. Washington Avenue; Aldermanic District 17; Urban Design District 5; Madison Metropolitan School District.
4. Existing Conditions: A one-story, approximately 4,500 square-foot commercial building (The Frame Workshop), zoned C2 (General Residence District).
5. Proposed Land Use: A one-story, approximately 1,925 square-foot Starbucks restaurant with drive-up window and outdoor seating area.
6. Surrounding Land Use and Zoning:
North: Crowne Plaza Hotel parking lot, zoned C2 (General Residence District); one and two-family residences, zoned R1 Single-Family Residence District) and R3 (Single and Two-Family Residence District);

East: Crowne Plaza Hotel, zoned C2;

South: East Towne Mall, Olive Garden restaurant, zoned C3L (Commercial Service and Distribution District);

West: BP gas station and car wash, Imperial Gardens, zoned C2.

7. Adopted Land Use Plan: The Comprehensive Plan identifies the subject site and other business on the north side of E. Washington Avenue for general commercial uses.
8. Environmental Corridor Status: The subject site is not located in a mapped environmental corridor.
9. Public Utilities & Services: The property is served by a full range of urban services.

STANDARDS FOR REVIEW

This application is subject to the demolition standards of Section 28.04 (22) and the conditional use standards of Section 28.12 (11).

ANALYSIS, EVALUATION & CONCLUSION

The applicants wish to demolish an existing approximately 4,500 square foot building located near the northeastern corner of E. Washington Avenue and Continental Lane in C2 commercial zoning. The existing building is a one-story structure constructed of beige-colored concrete block, brick and stucco with an asphalt-shingled hip roof above an orange-colored band board and is currently occupied by a framing shop and photo development business. Parking for ten automobiles is provided in an asphalt lot located adjacent to the south wall of the building, with access provided by a single driveway from Continental Lane. The west wall of the structure abuts the sidewalk along Continental.

Although the southern property line abuts E. Washington Avenue, the building and parking is separated from E. Washington by a second driveway from Continental Lane that serves the Crowne Plaza Hotel located primarily on the next parcel east of the subject site. (A portion of the hotel parking field is located north of the existing building between the subject site and single-family residences along Dwight Drive.) The two driveways are separated by a row of plantings that parallel the south wall of the existing building and by a slight grade change that causes the driveway closest to E. Washington Avenue to slope up to the east to meet the grade of the hotel site. In general, the grade of the subject site and hotel slopes from the north and east towards the corner of E. Washington Avenue and Continental Lane. The southern 50 feet of the property is governed by an easement granted to the Wisconsin Department of Transportation for possible

future expansion of E. Washington Avenue (US Highway 151) and to provide a second access for the hotel to E. Washington Avenue, which does not have a direct access onto the highway. The shared access arrangement for the hotel across the subject site results in the site and hotel being a planned commercial site. The proposed site improvements (see below) are considered a modification to the approved planned commercial site, which in this case is a conditional use.

The proposed demolition will accommodate the development of a 1,925 square-foot Starbucks restaurant to be located on the northern half of the 15,000 square-foot site. The building will include a total of 14 parking spaces will serve the proposed restaurant. The spaces will be located on both sides of the shared driveway leading to the hotel parking lot. The building will be clad in two-toned brick with an arched metal canopy over the building entrance along the east wall and awning-covered windows on the east and south walls. A drive-thru window located along the western wall will be covered in a metal canopy similar to the one over the entrance. [Note: Directions in the staff report follow the “plan north” reference on the plans and elevations, not true north.]

The proposed drive-thru window and a small outdoor seating area to be located adjacent to the restaurant entrance along the [plan] east wall are conditional uses in C2 zoning. Access to the proposed drive-thru will begin at the northeasterly corner of the proposed building and continue counterclockwise around the [plan] west wall, with one-way egress to Continental Lane. The menu board and intercom will be located along the [plan] north wall and face generally to the east. The Planning Unit is largely not concerned with the location and orientation of the menu board and intercom interfering with the residential uses to the north, as the speaker will be located approximately 200 feet from the nearest residence, directed away from the residences and partially shielded by the building. Noise from the speaker will also likely be drown out by vehicle noise along E. Washington Avenue most times of the day, though the hours of operation will be from 5:30 AM to 10 PM daily. In general, staff feels that the conditional use standards can be met for the outdoor eating area, drive-thru and modifications to the planned commercial site.

The Traffic Engineer has not expressed any significant concerns with the proposed layout of the drive-thru operation or the modifications to the planned commercial site but has requested that the applicant receive any necessary approvals from the Wisconsin Department of Transportation prior to issuance of City permits (see attached report).

The applicant has provided pictures of the exterior of the building to be demolished and staff has conducted a windshield survey of the site. The existing 4,500 square-foot retail building appears to be in average condition for a building of its age. Staff have no information which would indicate that the building is not structurally sound or capable of being rehabilitated or repaired and has not conducted a formal inspection of the interior. While staff believes that the proposed building overall is well designed for its proposed use, the applicant has not provided information

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to substantiate the need for demolition of the existing building other than implication that the existing building cannot be used or modified for the proposed use.

The subject site is located within Urban Design District 5. The Urban Design Commission reviewed the proposed building demolition and replacement building on March 8, 2006 and granted final approval (see attached report).

RECOMMENDATIONS

The Planning Unit recommends the following for 4302 E. Washington Avenue subject to input at the public hearing and comments from reviewing agencies:

- That the Plan Commission find the demolition standards are met and **approve** the demolition of an existing 4,500 square foot retail building and allow construction of a new 1,925 square-foot restaurant, and;
- That the Plan Commission find that the conditional use standards are met for a proposed drive-thru window and outdoor eating area to serve the proposed restaurant as well as the proposed modifications to the planned commercial site.