



City of Madison

Proposed Rezoning

Location
6002 Cottage Grove Road

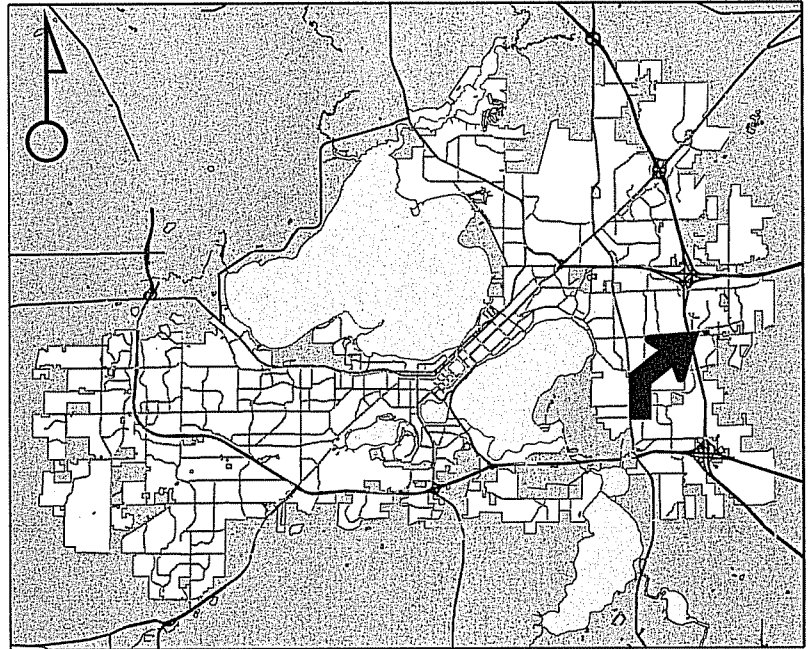
Applicant
Grandview Land, LLC & DJK Real Estate/
Brian Munson - Vandewalle & Associates

From: PUD-GDP To: PUD(PD)-SIP

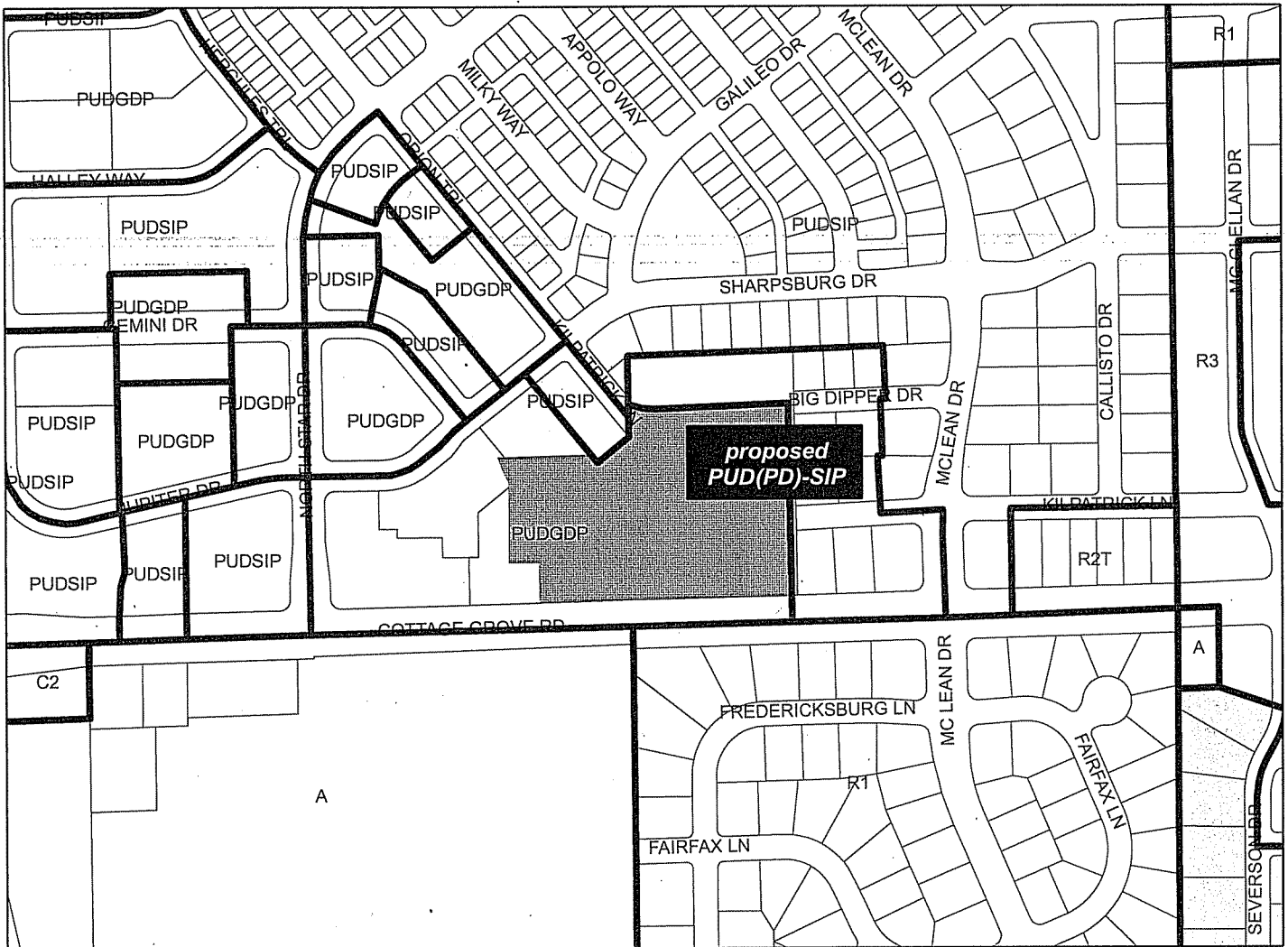
Existing Use
Former Doric Lodge, Telephone
Switch Building and Vacant Land

Proposed Use
Construct 58,000 square-foot grocery
store in Grandview Commons Town Center

Public Hearing Date
Plan Commission
19 November 2012
Common Council
27 November 2012



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 06 November 2012





LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- A separate Urban Design Commission application is no longer required for projects requiring both Urban Design Commission and Plan Commission approvals.
- This form may also be completed online at <http://www.cityofmadison.com/developmentcenter/landdevelopment>
- All Land Use Applications should be filed with the Zoning Administrator at the above address.

FOR OFFICE USE ONLY:	
Amt. Paid	\$ 2550 Receipt No. 135875
Date Received	9/19/12
Received By	JH
Parcel No.	0710-111-0101-2
Aldermanic District	3 Lauren Crave
GQ	Zoned PUD-GDP
Zoning District	PUD-GDP
<i>For Complete Submittal</i>	
Application	<input checked="" type="checkbox"/> Letter of Intent <input checked="" type="checkbox"/>
Photos	<input type="checkbox"/> Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	<input checked="" type="checkbox"/> Zoning Text <input checked="" type="checkbox"/>
Alder Notification	<input type="checkbox"/> Waiver <input type="checkbox"/>
Ngbrhd. Assn Not.	<input type="checkbox"/> Waiver <input type="checkbox"/>
Date Sign Issued	9/19/12

1. **Project Address:** 6002 Cottage Grove Road **Project Area in Acres:** 5.92

Project Title (if any): Grandview Commons Grocery Store

2. **This is an application for (Check all that apply to your Land Use Application):**

- Zoning Map Amendment from PUD-GDP to PUD-SIP
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Review of Minor Alteration to Planned Development by the Plan Commission Only

3. **Applicant, Agent & Property Owner Information:**

Applicant's Name: Chris Winter Company: Rollie Winter & Associates

Street Address: 3315A North Ballard Street City/State: Appleton, Wisconsin Zip: 54911

Telephone: (920) 739-0101 Fax: (920) 585-9142 Email: cwinter@rolliewinter.com

Project Contact Person: Brian Munson Company: Vandewalle & Associates

Street Address: 120 East Lakeside Street City/State: Madison, Wisconsin Zip: 53715

Telephone: (608) 255-3988 Fax: (608) 255-0814 Email: bmunson@vandewalle.com

Property Owner (if not applicant): Grandview Land LLC., DJK Real Estate

Street Address: 6801 South Town Drive City/State: Madison, Wisconsin Zip: 53713

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Grocery Store

Development Schedule: Commencement 2013 Completion 2014

Effective August 31, 2012

CONTINUE →

5. Required Submittals:

- Site Plans**, fully dimensioned and describing pertinent project details, submitted as follows below and depicting all lot lines; existing, altered, demolished and/or proposed buildings; parking areas and driveways; sidewalks; the location of any new signs; existing and proposed utility locations; building elevations, materials and floorplans, and; landscaping:
 - **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (collated, stapled and folded)
 - **Twenty (20) copies** of the plan set reduced to fit onto 11 X 17-inch paper (collated, stapled and folded)
 - For projects also being reviewed by the Urban Design Commission, **twelve (12) additional** 11 X 17-inch copies.
 - **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper
- REVISED! – Letter of Intent: Twelve (12) copies** describing this application in detail including, but not limited to: existing conditions; the project schedule; names of persons involved (contractor, architect, civil engineer, etc.); details of the project, including proposed uses, building square footage, number of dwelling units, auto and bike parking stalls, etc.; hours of operation; value of land; project cost; any public subsidy requested, and; number of construction and full-time equivalent jobs created. For projects also being reviewed by the Urban Design Commission, provide **twelve (12) additional copies** of the letter.
- Filing Fee:** Refer to the Land Use Application Information & Fee Schedule. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

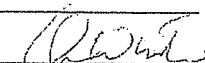
In Addition, The Following Items May Also Be Required With Your Application:

- Legal Description of Property:** For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications requesting rezoning to more than one district, a separate description of each district shall be submitted.
- For any applications proposing **Demolition or Removal** of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: https://www.cityofmadison.com/developmentCenter/demolitionNotification/
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Approval of a **Reuse & Recycling Plan** by the City's Recycling Coordinator is required prior to issuance of permits.
- A **Zoning Text** shall accompany all Planned Development District (PD/PCD/PUD) applications.

6. Applicant Declarations:

- Conformance with adopted City plans:** The site is located within the limits of the Sprecher Neighborhood Plan, which recommends Community Mixed Use for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days** prior to filing this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:
Alder Cnare, McClellan Park Neighborhood Association April 23, 2012
- If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.
- Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
Planning Staff: DAT Date: 8.2.12 Zoning Staff: same Date: same

→ **The applicant attests that this form is accurately completed and all required materials are submitted:**

Name of Applicant Brian Munson Relation to Property Owner Agent
Authorizing Signature of Property Owner  Date 9-18-12



VANDEWALLE & ASSOCIATES INC.

Wednesday, September 19, 2012

Brad Murphy
215 Martin Luther King Jr. Blvd.
Suite 100
Madison, WI 53710

**Re: 6002 Cottage Grove Road
Planned Unit Development: Specific Implementation Plan
Grandview Commons Grocery Store**

Mr. Murphy,

Attached please find the Planned Unit Development: Specific Implementation Plan (PUD:SIP) submittal request for the Grocery Store in Grandview Commons. This building is submitted for review along with the C3 Retail PUD-SIP application which together form the first two buildings in the revised Grandview Commons Town Center, per the PUD:GDP conditions of approval.

The Grocery Store is a one story 58,000 square foot building, built out of the framework of the General Development Plan approval. Parking for the project will be a combination of on-street and off-street stalls shared with the overall C Block. The final streetscape designs will be coordinated with City Staff as part of the overall street design.

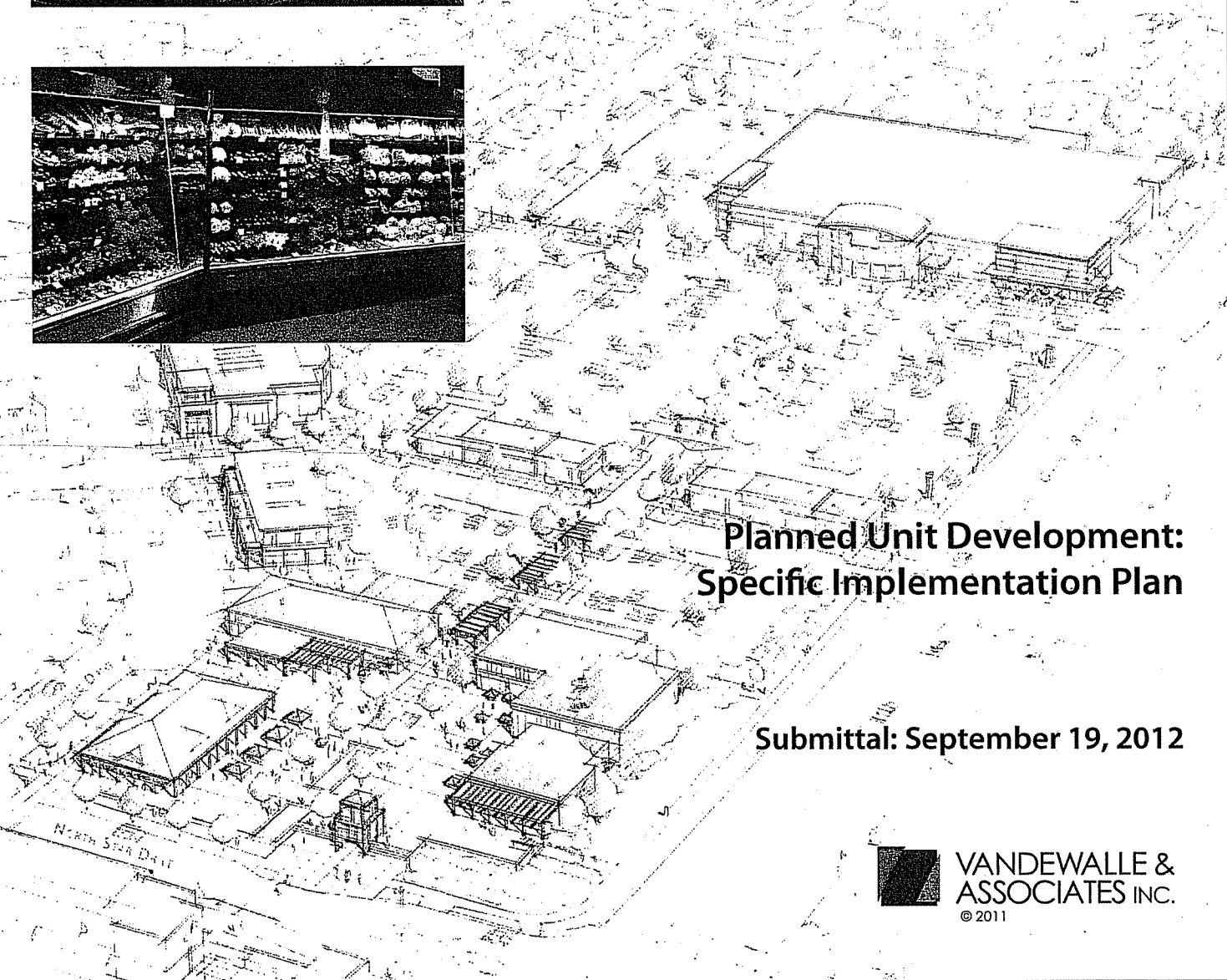
We look forward to discussing this project with the City and Neighborhood.

Sincerely,

Brian Munson
Principal



Grandview Commons Grocery Store



**Planned Unit Development:
Specific Implementation Plan**

Submittal: September 19, 2012

 **VANDEWALLE &
ASSOCIATES INC.**
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Table of Contents

Letter of Intent 3
Statement of Purpose..... 3
Zoning Request..... 3
Project Information 3
 Applicant..... 3
 Design Team 3
Zoning Text 4
 General Project Components 5
Exhibit A: Legal Description 6
Project Plans..... 7

Letter of Intent

Statement of Purpose

The following document outlines the Planned Unit Development: Specific Implementation Plan, for the creation of a grocery store within the Grandview Commons Town Center.

Zoning Request

Planned Unit Development: Specific Implementation Plan

Project Information

Applicant

1200 South, LLC.
3315A N. Ballard Road
Appleton, Wisconsin 54911
Phone: (920) 739-0101
Fax: (920) 585-9142
Chris Winter
cwinter@rolliewinter.com

Design Team

Architect:

Briohn Design Group, LLC.
3885 North Brookfield Road
Suite 200
Brookfield, Wisconsin 53045
Phone: (262) 790-0500
Fax: (414) 588-3874
Domenico Ferrante
dferrante@briohn.com

Planner Landscape Architect:

Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
Phone: (608) 255-3988
Fax: (608) 255-0814
Brian Munson
bmunson@vandewalle.com

Engineer:

D'Onofrio Kottke
7530 Westward Way
Madison, WI 53717
Phone: (608) 833-7530
Fax: (608) 206-6879
Dan Day
dday@donofrio.cc

Landscape Architect:

Schaefer Land Design
405 N. Page Street
Stoughton, WI 53589
Phone: (608) 225-7946
Jim Schaefer
jschaefersld@sbcglobal.net

Existing Conditions

Address: 6002 Cottage Grove Road

Aldermanic District: District 5
Alder Lauren Cnare

Neighborhood Association: McClellan Park Neighborhood Association

Alder/Neighborhood Notification: April 23, 2012

Legal Description: See Exhibit A

Lot Area: 5.92 acres

Existing Land Use: Undeveloped Land
Former Doric Lodge Site

Existing Zoning: Planned Unit Development: General Development Plan

Comp. Plan Designation: Community Mixed Use

Surrounding Uses:

- North: Mixed Residential (Grandview Commons)
- East: Single Family Residential (Grandview Commons)
- South: Cottage Grove Road
Single Family Residential (Richmond Hill)
Schoenstatt Sisters of Mary Property
- West: Mixed Use (Grandview Commons)

Development Schedule: 2013 Construction Start
14-18 Month Construction Period
Target Opening: Spring 2014

Zoning Text

Permitted Uses:

Accessory uses, including but not limited to the following:

- a. Signs as regulated in this section
- b. Temporary buildings for construction purposes, for a period not to exceed the duration of such construction

Banks and financial institutions
Catering establishments
Drugstores
Dry goods stores
Film developing and processing
Florist shops and conservatories
Food stores--grocery stores, meat stores, fish markets, bakeries, and delicatessens
Liquor stores
Meat markets

Lot Area:

5.92 acres

Floor Area Ratio:

As shown on approved plans.

Height

As shown on approved plans.

<u>Yard Requirements:</u>	Yard areas will be provided as shown on approved plans.
<u>Landscaping:</u>	Site landscaping areas will be provided as shown on approved plans.
<u>Accessory Off-Street Parking & Loading:</u>	Accessory off-street parking and loading will be provided as shown on approved plans.
<u>Lighting:</u>	Site lighting will be provided as shown on approved plans.
<u>Signage:</u>	Signage for the project shall be limited to the maximum permitted in the R6 zoning district for the residential uses and as per the in the C2 zoning district for the commercial uses and as approved by the Urban Design Commission and Zoning Administrator.
<u>Alterations and Revisions:</u>	No alterations or revisions of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

General Project Components

<u>Deliveries/Loading:</u>	No delivery, loading, trash removal, or compaction, or other such operations shall be permitted between the hours of 9:00 PM and 7:00 AM.
<u>Truck Idling:</u>	Vehicles shall not have idling engines for more than five (5) minutes except when actively loading. When actively loading no operator of any large motor truck shall permit such vehicle to remain stationary with the main power train motor running for more than fifteen (15) minutes when the outside air temperature is between 40°F and 80°F. This restriction shall not apply to maintenance, construction, or public utility vehicles.
<u>Outdoor Storage:</u>	Outdoor storage of materials is limited to the fully enclosed storage area at the rear of the building or within the loading dock enclosure. Outdoor display of seasonal merchandise is allowed within the plaza areas adjacent to the entries.
<u>Shared Parking:</u>	The parking field will be part of an overall shared parking strategy and will be available for use by any of the customers or patrons of the C Block.
<u>Outdoor Eating/Sales:</u>	The plaza area adjacent to the building may be used for outdoor dining and limited food preparation/sales, including seasonal merchandise displays, a temporary cashier station, and a grill for food preparation. This area may be utilized by the primary tenant or other community groups.

TDM Framework

The Grandview Commons Town Center has been designed and implemented as a walkable mixed-use destination featuring a blend of retail, residential, and institutional uses. Building a multi-modal transportation network and tenant group will be key to maintaining a balanced and healthy transportation system. Transportation Demand Management techniques will be utilized throughout the site with a goal of reducing single occupant vehicles and encouraging transportation choices.

The following techniques will be implemented on a Town Center and Tenant basis as part of this approach:

Transit Encouragement

Provide workers with information regarding existing Metro services, shared ride, and car pool options.

Currently Madison Metro does not provide bus service east of Interstate 90. The Grandview Commons Town Center will work with City to support extension of transit service to the site and surrounding neighborhood.

Incorporate transit facilities into the infrastructure design for the town center for ease of accommodating future transit

Pedestrian & Bicycle Encouragement

Distribute bicycle parking throughout the town center, located near entrances, travel corridors, and prominent locations.

Create walkways and off-street facility connections in complete segments to create a interconnected network.

Work with the City to identify off-site barriers and impediments to the pedestrian and bicycle network.

Work with City to create safe route maps to the town center for distribution to employees and the general public.

Operational

Encourage employers to offer flex time, or staggered shift times to distribute trip timing.

Encourage businesses to offer transit encouragement programs such as setting up car pools/rideshare, ride matching, or offering transit subsidies for employees. Work with employers to participate in the Rideshare Etc, State Van Pool service, or other carpooling options.

Explore the potential for community car/shared car placement in the town center.

Require shared parking throughout the town center, discourage assigning parking stalls to specific buildings or users.

Encourage employers to offer emergency ride home vouchers for users of alternative transportation.