

Farm and Fleet Proposal – “Large Format Retail” Ordinance Comparison

June 16, 2010

Planning Division Staff has prepared this *preliminary* review of the submitted plans versus the “Large Retail Development” standards in *Madison City Ordinances 33.02 (4)(f)*. The noted items are potential areas of non-compliance.

Please note, the statement of purpose states that in applying this ordinance to the redevelopment, expansion, or remodeling of existing sites, it is the intent of this ordinance to seek improvements, while recognizing that existing constraints will likely make full compliance with all provisions of this section difficult or infeasible.

Section 4: Facades and Exterior Walls

- 4b. Roughly 35% of the horizontal length of the front facade includes windows or customer entrances (not including service bays). This ordinance requires 60%. Staff note that the existing building has only minimal window coverage and the proposed is a significant improvement in regards to façade articulation.
- 4d. The changes in plane on the front façade are spaced roughly 40 feet apart. The standard requires that “elements” (including changes in plane) shall repeat at intervals of no more than 30 feet, horizontally or vertically.

Section 8: Site Design

- 8a & 8b. Staff acknowledge that it would be difficult for the proposed renovation to meet these frontage and setback requirements without the complete redevelopment of the site.
- 8c. The plans do not show the required rear wall or berms between this property and adjacent residential properties to the west (rear). The rear 25-foot setback is not changing with this project. Plans indicate that the area will be fenced, though fence details are not provided.
- 8e. It does not appear that the perimeter plantings meet the requirement for one (1) street tree for every 30 feet along a public right of way.

Section 9: Parking Lots

- 9a. Additional screening may be necessary for the loading zone.
- 9c. A five (5) foot landscape buffer is shown between the parking lot and the right-of way, though it is less than the 10 foot-wide buffer required. Landscape buffers on the sides of the property appear to meet this requirement.
- 9d. Based on the information provided by the applicant, the applicant would be required to prepare a transportation demand management (TDM) plan.

Section 10: Outdoor Storage, Trash Collection, Loading Areas & Mechanical Equipment

10c. Additional site plan information is required to determine if this standard is met.

Section 11: Pedestrian Circulation

11b. The proposed internal pedestrian walkway is five (5) feet in width. This standard requires six (6) feet.

Section 12: Central Features and Community Spaces

12a. The applicant is required to provide a minimum of two (2) features listed in this section. The proposed planter walls would qualify as one (1) feature.