

# City of Madison

## Proposed Conditional Use

Location 7017 Mineral Point Road

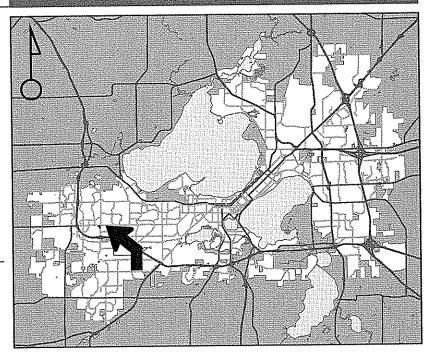
Project Name
West Towne Retail Development

Applicant Tom Reddy - CBL & Associates Properties/Christine Meske - Ka, Inc

Existing Use Surface Parking for West Towne Mall

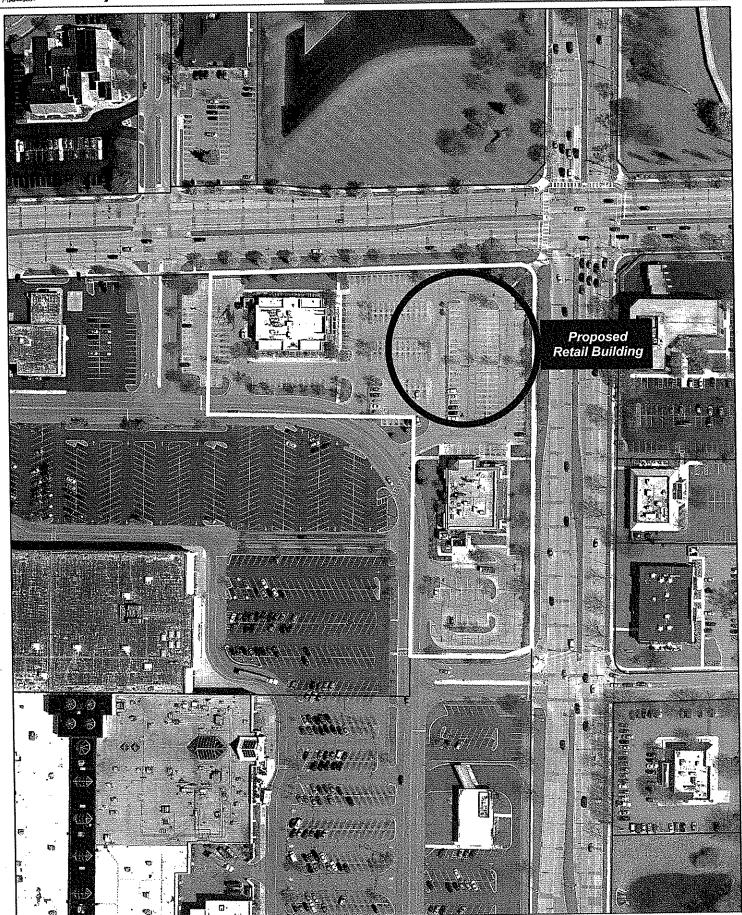
Proposed Use Construction of a 6,000 Square Foot, Multi-Tenant Retail Building at West Towne Mall

Public Hearing Date Plan Commission 17 August 2009



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635 MINERAL POINT RD **Proposed** Retail Building C3L ODANA RD City of Madison, Planning Division: RPJ: Date: 03 August 2009 15 Scale: 1" = 400'

# 7017 Mineral Point Road



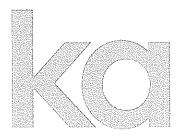
Date of Aerial Photography : April 2007/5



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 with the Subdivision Application.  Before filing your application, please review the information regarding the LOBBYING ORDINANCE on the first page.  Please read all pages of the application completely and fill in all required fields.  This application form may also be completed online at www.cityofmadison.com/planning/plan.html  All Land Use Applications should be filed directly with the Zoning Administrator.	received 1/4/09  ved By  i No. 0708 261 00863  manic District 9 Paul Ski Amore  ALC Hold  g District C3/  For Complete Submittal  cation Letter of Intent  NA Legal Descript.  Sets Zoning Text Notification Waiver  nd. Assn Not. Waiver  Sign Issued 1/8/09  Project Area in Acres: 2.529 AC.
Zoning Map Amendment (check the appropriate box(es) in only one of the color.  Rezoning to a <u>Non-PUD or PCD Zoning Dist.</u> : Rezoning to or	umns below) r Amendment of a PUD or PCD District:
Existing Zoning: to Ex. Zoning:  Proposed Zoning (ex: R1, R2T, C3): Ex. Zoning:  Amended G	to PUD/PCD-GDP to PUD/PCD-SIP en, Dev, Plan Amended Spec. Imp. Plan
Gooditional Use Demolition Permit Other Requests (Specify);  3. Applicant, Agent & Property Owner Information:  Applicant's Name: Tom Ready Company: CBL & Assoc. Properties, Inc.  Street Address: 2030 Hamiton Pl. #500 city/state. Onstan 100032 TN zip: 37421-10000  Telephone: (423) 855.0001 Fax: (423) 490.8626 Email: tom ready Cobl properties. Com  Project Contact Person: Christine Meske. Company: Ka, Inc.  Street Address: 1468 W. 9th St. #1000 city/state: Cleveland, Ott zip: 44113  Telephone: (116) 781.2904 Fax: (216) 781.6566 Email: CMESKE (2 Kainc. Com  Property Owner (if not applicant): (Applicant)  Street Address: City/state: Zip:  4. Project Information:  Provide a brief description of the project and all proposed uses of the site: Development of a 6000 s.f.  Cetail & restaurant building on an outparcel site of West Towne Mall.  Development Schedule: Commencement Fall 2009 (Fallowing Completion January 2010)	

building pormit)

5. Required Submittals:
Site Plans submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
• Seven (7) copies of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
• Seven (7) copies of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
• One (1) copy of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
Letter of Intent: Twelve (12) copies describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
Legal Description of Property: Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
Filing Fee: \$850 See the fee schedule on the application cover page. 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 and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapalications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.
In Addition, The Following Items May Also Be Required With Your Application:
For any applications proposing demolition or removal of existing buildings, the following items are required:
<ul> <li>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: <a href="https://www.cityofmadison.com/developmentCenter/demolitionNotification/">https://www.cityofmadison.com/developmentCenter/demolitionNotification/</a></li> </ul>
<ul> <li>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.</li> <li>Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.</li> </ul>
A Zoning Text must accompany all Planned Community or Planned Unit Development (PCD/PUD) submittals.
6. Applicant Declarations:
Conformance with adopted City plans: Applications shall be in accordance with all adopted City of Madison plans:
→ The site is located within the limits of the: WA Plan, which recommends:
Mot within any special plan areas ) for this property.
Pre-application Notification: Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby reighborhood & business associations in writing no later than 30 days prior to filling this request:
→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
District 9 Alder Paul Skidmore, via email 4/22/2009
NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence 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: Tim Parks Date: Provint Zoning Staff: Pat Anderson Date: 5/11/2009
Check here if this project will be receiving a public subsidy. If so, indicate type in your Letter of Intent.
The signer attests that this form is accurately completed and all required materials are submitted:
Printed Name Date 7/1/09
Signature 1000 Kesty Relation to Property Owner Director of Peripheral Property
Authorizing Signature of Property Owner Stor Kiddle Date 7/1/09
Effective April 27, 2009



July 6, 2009

Plan Commission City of Madison, Wisconsin 215 Martin Luther King Jr. Boulevard, Room LL-100 Madison, Wisconsin 53701-2985

Re: West Town Mall Outparcel

Land Use Application Letter of Intent

Proposed retail and restaurant development at northeast corner of West Towne Mall

**ka**/jn: 09007-01

Dear Plan Commission Members:

On behalf of CBL and Associates Properties, Inc., it is our pleasure to present to you this letter of intent regarding proposed development on the northeast corner of the West Towne Mall site, at the intersection of Gammon Road and Mineral Point Road. The development will be 6,000 square feet of restaurant and retail space on a 2.529-acre parcel. Construction is slated to begin in the early fall, following acquisition of all necessary building permits from the City of Madison. The building shell will be completed and ready for tenant occupancy in the winter of 2010.

The site is currently an aging parking lot on the periphery of the Greater West Towne development. Developing this parcel was the next logical step following recent improvements to the mall, including a renovation, an expansion, and the addition of a Dick's Sporting Goods and a Granite City restaurant. A future LongHorn Steakhouse is slated to open on the same parcel to the south of the proposed building in January of 2010. LongHorn and the proposed building will join an existing Olive Garden restaurant to the west of the project site and provide much-needed massing and activity on the prominent corner of Gammon and Mineral Point Roads.

In pursuing this venture, CBL and Associates Properties, Inc., represented by Tom Reddy, Director of Peripheral Property, has employed for architectural services **ka**, represented by myself, Christine Meske, ALSA. **ka** in turn has retained the following consultants: civil engineers and surveyors RA Smith National, represented by Richard A. Smith Jr., P.E; MEP engineers TES Inc., represented by Steve Chase and Daniel Jackson; and structural engineers Thorson Baker & Associates., represented by Gordon Baker and David Morgan. EMJ Corporation, represented by Neil Pratt, will handle pre-construction. No other contractors have been selected at this time.

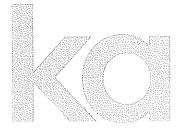
Of its six thousand square feet, two thousand will be occupied by a proposed SmashBurger. The fast casual restaurant will bring its novel dining concept to the project and will offer made-to-order sandwiches and sides for lunch and dinner. Seating will be provided for 72 patrons on the inside (94-person capacity per State building code) and 36 patrons outside on a dining patio. Six employees will be on site during peak shifts, with three daily shifts employing twenty-five total part- and full-time employees. The building's remaining four thousand square feet will be leased to one or two retail tenants. The type of retail and nature of these tenants' businesses, as well as the number of employees will be determined upon lease of the space.

SmashBurger will be open and serving lunch and dinner daily between the hours of 10 a.m. to 10 p.m. The future retail tenants will likely operate concurrent to the mall's business hours of 10 a.m. to 9 p.m. Monday through Saturday, and 11 a.m. to 6 p.m. on Sunday.

July 6, 2009 City of Madison, Wisconsin

ka/jn: 09007-01

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In accordance to the General Plan Requirements, the submitted site plan includes calculation and provision of the required number of parking stalls, per the Zoning Ordinance. As the proposed development will be on the same parcel as the future LongHorn, the required number of spaces was calculated for the entire parcel with LongHorn as recently approved by the Plan Commission. 130 parking spaces are required to serve both developments on the parcel; 142 spaces are proposed. The proposed building alone will require 42 spaces; 42 are provided immediate to the building. A 10' x 35' loading space is shown on the west side of the building, also in accordance with the Zoning Ordinance. Further, bicycle parking is required at a rate of one bicycle space per 10 required parking spaces, although it was suggested by the Urban Design Commission that we greatly exceed this requirement in order for our project to be viewed favorably. Therefore, our plan indicates a total of 10 bike spaces in two separate "parking" areas in addition to the eleven provided at the LongHorn—an excess of eight spaces overall.

SmashBurger typically requires one 3-yard container for trash and two 50-gallon oil disposal drums. A second trash container will serve the future retail tenants and will be provided in the same area, screened by walls and gates. Trash pickup and snow removal will be handled by private agencies currently serving the rest of the mall property.

If you should have any questions or need additional information, please do not hesitate to contact me at 216.781.2904 or via e-mail at cmeske@kainc.com.

Very truly yours,

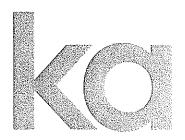
ka architecture

Christine A. Meske, AŠLA, LEED-AP

Senior Landscape Architect – Site Planner

File

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July 29, 2009

Urban Design Commission City of Madison, Wisconsin 215 Martin Luther King Jr. Boulevard, Room LL-100 Madison, Wisconsin 53701-2985

Re:

Proposed Development at 7017 Mineral Point Road Initial and Final Approval Submittal – Letter of Intent

ka/jn: 09007-01

Dear Urban Design Commission Members:

On behalf of CBL and Associates Properties, Inc., it is our pleasure to submit to you our application package for appearance at the August 5, 2009 UDC meeting to seek Initial and Final Approvals from the Commission.

As the programming, tenants and use of the proposed building have not changed, this Letter of Intent will simply outline the revisions to the site plan, landscape plan and building design. These revisions are being presented in response to comments received at our last appearance before the Commission on July 15.

### Site and Landscape Plans

Add more bike racks closer to building entries; consider "hitching post" style racks to save space; include
cut sheets of proposed bike rack.

Six more spaces were added to the east side of the building—three each in proximity to the buildings' primary entry points. There are now sixteen 6'x2' spaces provided on the proposed development. The bike parking spaces will each be outfitted with a Dero Bike Hitch, which allows flexible and efficient bike parking. Each rack can hold two bikes.

• Don't bring crosswalks to curb ramps at an angle. Better organize the pedestrian connections and ADA access.

The ramp configurations were modified to be perpendicular to the curb. The pedestrian connection to Gammon Road was shifted north to accommodate a ramp that meets the curb at 90-degrees.

Tighten curb radii at corners of building pad to promote traffic calming.

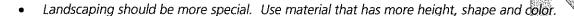
For consistency, the curb radii were adjusted to match the design of the neighboring parking end islands: 10' on west side of building, 8' on east side. The sidewalks at each corner were re-designed to create room for landscape areas that will house boulders and ornamental grasses to keep cars from "jumping" the curb, thus protecting pedestrians at the sidewalk level.

July 29, 2009

Urban Design Commission - City of Madison, Wisconsin

ka/in: 09007-01

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More new landscaping is proposed to provide interest and color, particularly at the very prominent northeast corner, where the pedestrian ramp meets the intersection. Material was selected to tolerate site conditions while providing seasonal color, buffering and enhancement to existing material to remain. A rock outcropping will be added to the northeast corner to create distinct planting areas and a "gateway" look.

 Add honeylocust and understory landscaping along the Smashburger patio to provide more screening from the parking area.

The building was shifted south, thus widening the planting area to approximately ten feet. There is now ample room for proposed Skyline Honeylocust trees, an evergreen hedge and abundant perennials and ornamental grasses that will create lush landscaping along the outdoor dining area.

### **Building Design**

Design is too neutral, too safe and too traditional.

The forms, colors and materials were updated to be bolder, more modern and more out-of-the-ordinary. The tower at the retail space employs an asymmetrical form in a prominent copper color to punctuate the south corner of the building, while providing balance to the Smashburger tower at the north end. The use of metal panels broadens the elevations' palette of colors, while bringing clean lines and a sleeker appearance to the design.

• Tower feature and detail along top of building looks too much like cornices. Put a different "hat" on the building.

The south tower now features a metal soffit in non-traditional proportions that will emphasize the building's unique character. Metal coping along the top of the building will provide a finish detail that is flush to the face of the building, again representing a non-traditional style that steers clear of the cornice look so typical of suburban retail developments.

Proportions of retail space's architecture too traditional.

Proportions have been adjusted to be more like Smashburger, with glazing reaching above the canopy level.

• Smashburger too different from rest of the building. Carry either materials or forms throughout, without branding the entire building in Smashburger's look.

Forms and colors were used to balance the building from north to south. The Smashburger brick is also used on the retail facade to help intermingle the design of both.

Lessen the use of EIFS. Bring the higher quality materials into the design even more.

Most of the EIFS was replaced with flat and corrugated metal panels, brick and cast stone accent bands.

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Urban Design Commission - City of Madison, Wisconsin

**ka**/jn: 09007-01

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We look forward to presenting the revised design to the UDC next week. In the meantime, if you would like to discuss or have questions, please do not hesitate to contact us.

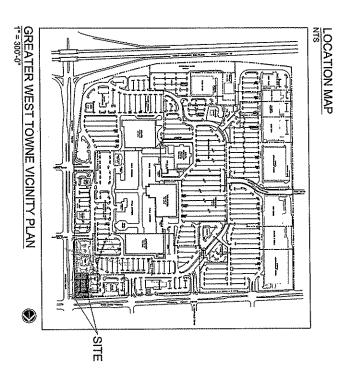
Very truly yours,

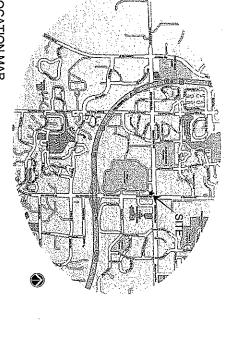
### ka architecture

Chris Meske, ASLA, LEED-AP Senior Landscape Architect – Site Planner

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# Proposed Retail Development at

2.529 Acres Zone: C3L West Towne Mall

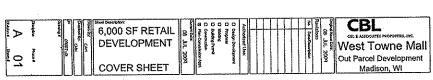
Plan Commission Application for Conditional Use July 8, 2009

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A.03 Site Lighting - Photometric Plan
A.04 Floor Plan
A.05 Building Elevations
CE-1 Demolition & Erosion Control Plan
CE-2 Site & Paving Plan
CE-3 Grading & Erosion Control Plan
CE-4 Utility Plan

Landscape Plan





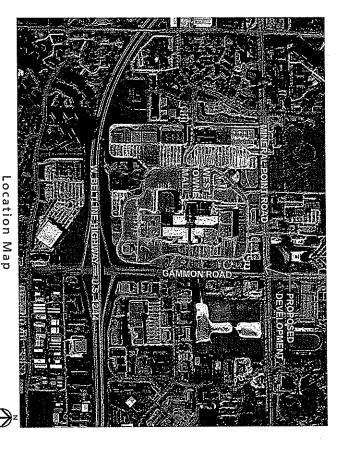


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7017 Mineral Point Road 2.529 Acres Zone: C3L

Out Parcel of the Greater West Towne development

Initial/Final Approval Presentation to the Urban Design Commission
August 5, 2009

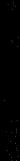


On behalf of CBL & Associates Properties, it is ka Incorporated's pleasure to present to the Urban Design Commission of the City of Madison our design for a proposed 6,000 square foot retail development. Located on the site of the existing West Towne Mall, the property sits at the prominent corner of Mineral Point Road and Gammon Road. The building will be comprised of an up-and-coming restaurant tenant and retail space for one or two future tenants. SmashBurger, a sleek, fast casual restaurant named for the unique way they prepare their grilled sandwiches, will bring their novel dining concept to the north side of the development in a 2,000 s.f. space, with an outdoor dining patio facing Mineral Point Road. The remaining 4,000 s.f. will be developed as a "shell" building that will provide attractive, yet flexible lease space for its future occupants.

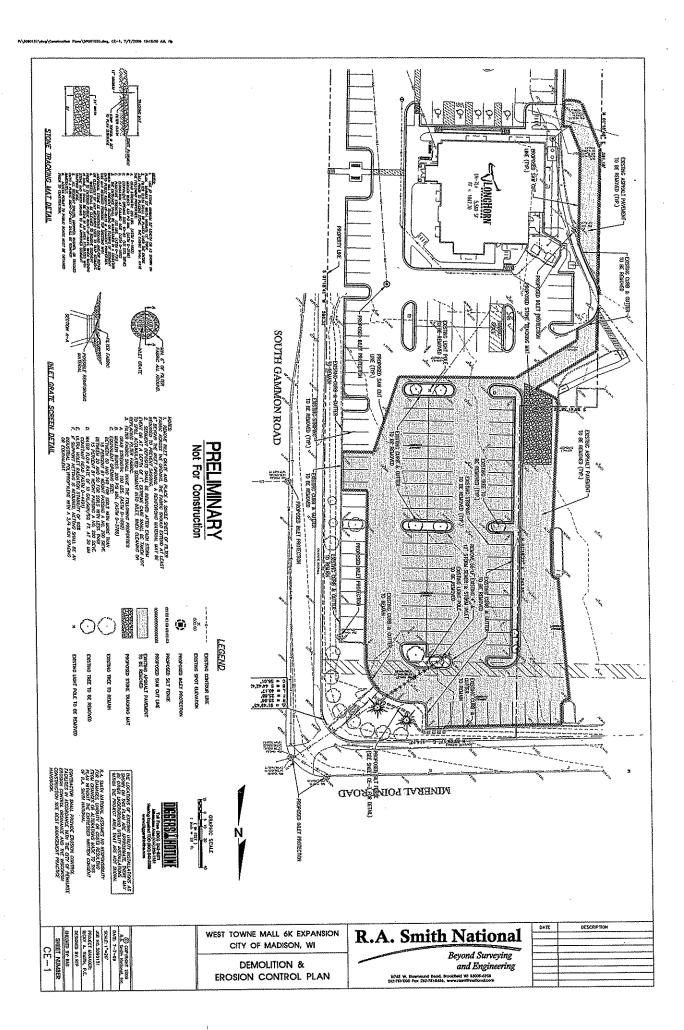
The proposed building will enjoy high visibility from multiple directions. Traffic generated from U.S. 12/14 to the south, existing shopping and dining at West Towne Mall, and the upcoming arrival of a Longhorn Steakhouse on the same parcel make the site highly leasable and ideal for development. The intent of the design was to create a building that would not only meet the needs of modern retail tenants, but also serve as a feature piece for the Greater West Towne area.

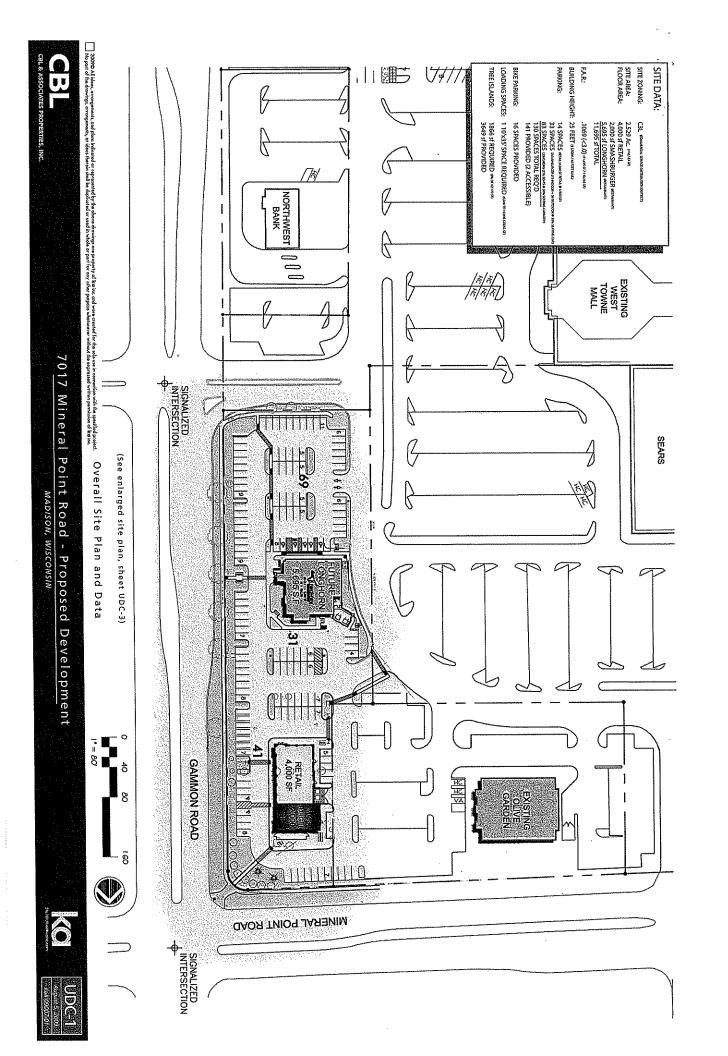
2000 All day, corresponds, and plans infrared or represented by the about alcoholy are property of the tire, and ware created for the sole use in connection with the specified project. LOCATION MAP AND NATRATIVE IN the part of the derivery, correspondents, or ideas for min had be deplicated or used in whole or part for one plans for proposer without the expressed within permission of feature.

(Not to Scale)

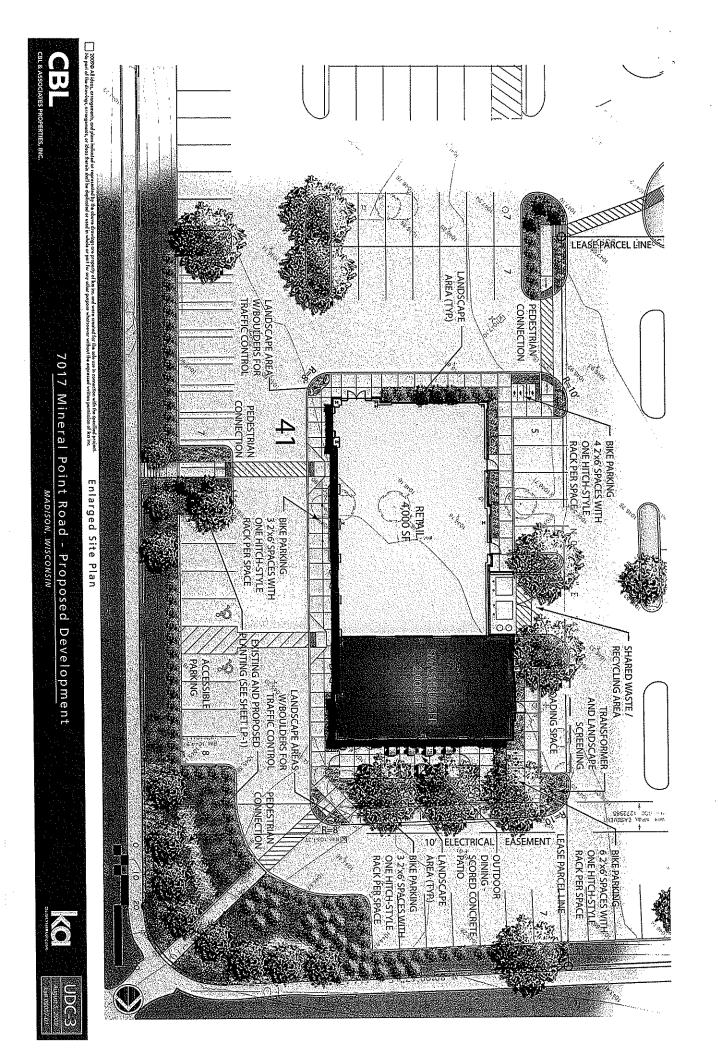


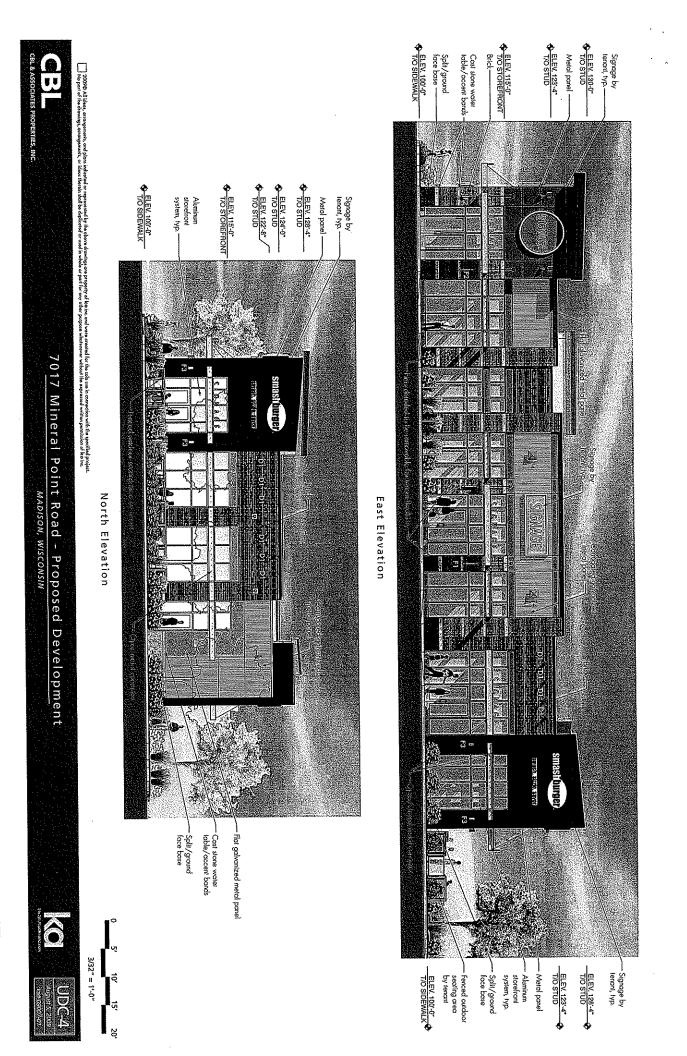
7017 Mineral Point Road - Proposed Development

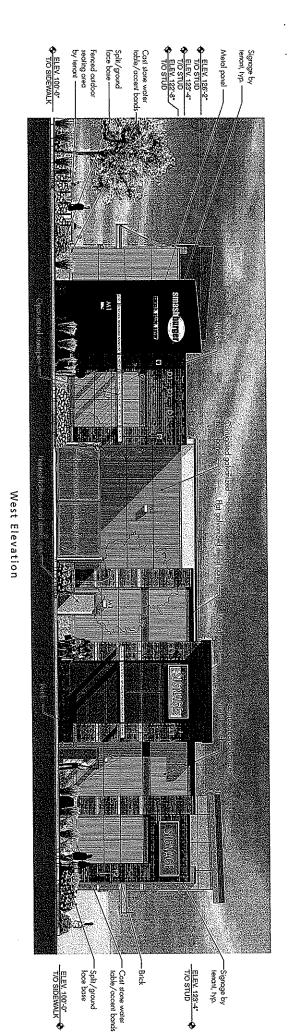


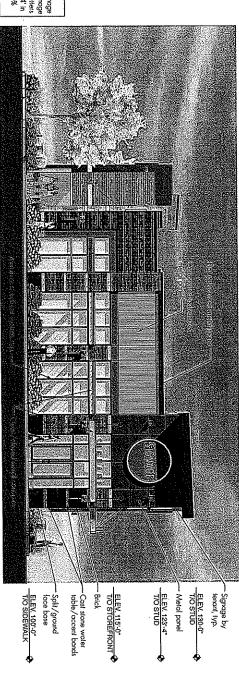












Note:
Signage depicted in anticipated locations. Actual signage to be submitted later as separate permit, tandlard signage requirements for the center, signage to be individual letters which are internally illuminated, letters not to exceed 4" in height with total length not exceeding the tesser of 40% of the facade or 30"

20090 All dean, errangement, and place indicated or expressed by the above drawings are properly of ten be, and were created for the selection with the specified project.

The part of the drawings, corresponder, or ideas therein shall be deplicated or used in whole or part for any other purpose whatsever without the expressed written particulated by the

7017 Mineral Point Road - Proposed Development

South Elevation





3/32" = 1'-0"



