

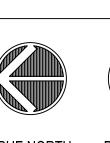


REVISION

2, WISCONSIN

HY-VEE, INC.
5820 WESTOWN PARKWAY

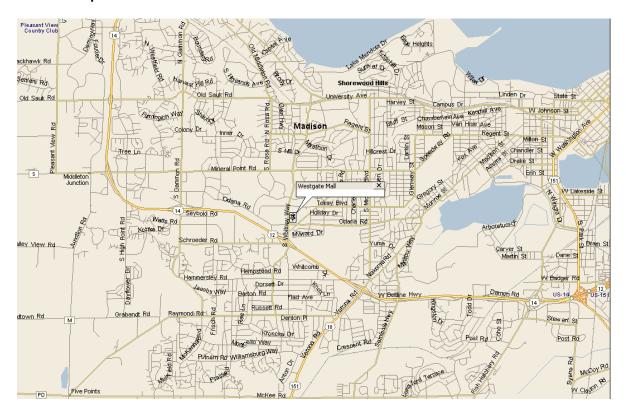
MADISON #2, W

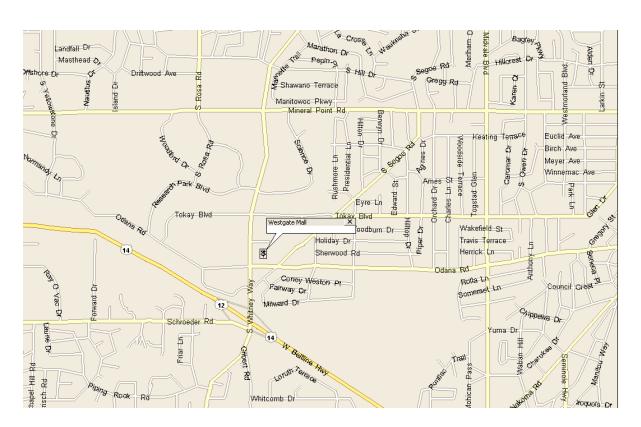


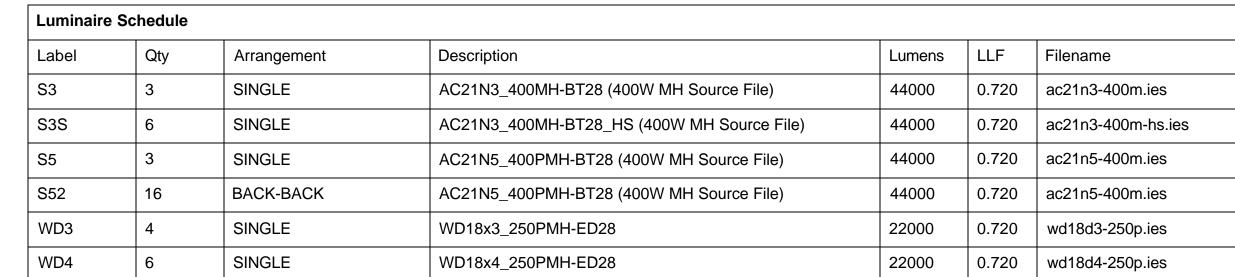
TRUE NORTH PLAN NORTH

DRAWN: DATE:
2008
SCALE: JOB NUMBER:
XXXX.1.N.A0.0008
SHEET:

#### **Location Map**







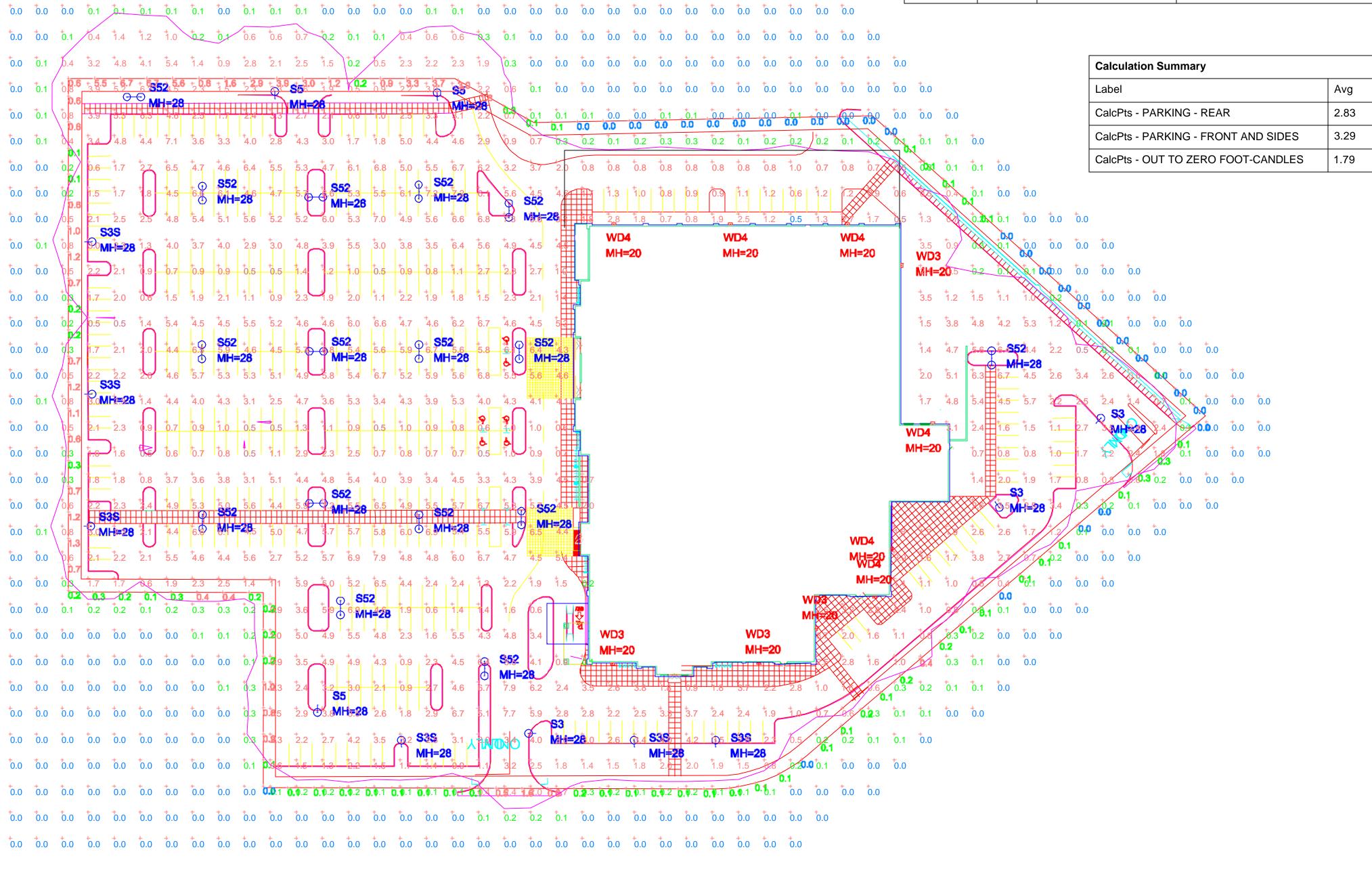
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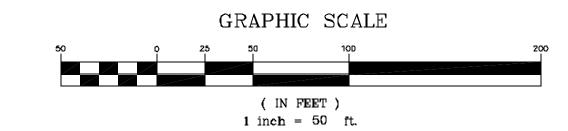
7.9

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1. THIS LIGHTING DESIGN IS BASED ON LIMITED INFORMATION SUPPLIED BY OTHERS TO HUBBELL LIGHTING. SITE DETAILS PROVIDED HEREON ARE REPRODUCED ONLY AS A VISUALIZATION AID. FIELD DEVIATIONS MAY SIGNIFICANTLY AFFECT PREDICTED PERFORMANCE. PRIOR TO INSTALLATION, CRITICAL SITE INFORMATION (POLE LOCATIONS, ORIENTATION, MOUNTING HEIGHT, ETC.) SHOULD BE COORDINATED WITH THE CONTRACTOR AND/OR SPECIFIER RESPONSIBLE FOR THE PROJECT.

2. LUMINAIRE DATA IS TESTED TO INDUSTRY STANDARDS UNDER LABORATORY CONDITIONS. OPERATING VOLTAGE AND NORMAL MANUFACTURING TOLERANCES OF LAMP, BALLAST, AND LUMINAIRE MAY AFFECT FIELD RESULTS.

3. CONFORMANCE TO FACILITY CODE AND OTHER LOCAL REQUIREMENTS IS THE RESPONSIBILITY OF THE OWNER AND/OR THE OWNER'S REPRESENTATIVE.

REVISED FROM DRAWING NUMBER(S):

0843024

0843024 0843196a Hubbel 701 Mi GREEN

Hubbell Lighting, Inc. 701 MILLENNIUM BLVD. GREENVILLE, SC 29507	DN BY: YWY	DATE: 12-04-08
	REV. BY:	DATE: 01-15-09
	QUOTE: N/A	DRAWING / DESIGN 09434

AS NOTED

PtSpcTb

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20

20

Max/Min

13.40

15.80

N.A.

Avg/Min

5.66

6.58

N.A.

PtSpcLr

20

20

HY-VEE #2
MADISON, WI

# APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL

AGENDA ITEM	#
Project #	

DATE SUBMITTED: 1/14/09 Action Requested  Informational Presentation	
UDC MEETING DATE: 1/21/09	<ul> <li>X Initial Approval and/or Recommendation</li> <li>X Final Approval and/or Recommendation</li> </ul>
PROJECT ADDRESS: 160 Westgate Mall (	S. Westgate Mall Redevelopment)
ALDERMANIC DISTRICT: #20	
OWNER/DEVELOPER (Partners and/or Principals)  Hy- Vee, Inc.	
5820 Westown Parkway	
West Des Moines, IA 50266	Madison, WI 53703
CONTACT PERSON: Peke Hosch	
Address: 5820 Westown Parkw	/
Phone: 5/5-327-2147  Fax: 5/5-267-2967  E-mail address: phosche hy-uce.com  TYPE OF PROJECT: (See Section A for:) Planned Unit Development (PUD)	
General Development Plan (GDP) Specific Implementation Plan (SIP) Planned Community Development (PCD) General Development Plan (GDP) Specific Implementation Plan (SIP) Planned Residential Development (PRD) New Construction or Exterior Remodeling in ar well as a fee) School, Public Building or Space (Fee may be r New Construction or Addition to or Remodeling Sq. Ft. Planned Commercial Site	n Urban Design District * (A public hearing is required as required) g of a Retail, Hotel or Motel Building Exceeding 40,000
(See Section B for:)  New Construction or Exterior Remodeling in C	4 District (Fee required)
(See Section C for:) R.P.S.M. Parking Variance (Fee required)	
(See Section D for:)  Comprehensive Design Review* (Fee required)  Street Graphics Variance* (Fee required)	
Other	
*Public Hearing Required (Submission Deadline 3 Wee	eks in Advance of Meeting Date)
Where fees are required (as noted above) they apply wi	th the first submittal for either initial or final approval of

a project.



January 14, 2009

Urban Design Commission Attn: Mr. Al Martin Department of planning & Development 215 Martin Luther King Jr. Blvd., Suite LL 100 Madison, WI 53701

Re: Urban Design Commission Initial and Final Approval
South Westgate Mall Redevelopment
160 Westgate Mall (NEC of Whitney Way & Odana Road), Madison, WI

Dear Urban Design Commission:

Hy-Vee, Inc. ("Hy-Vee") is submitting this letter of intent along with our Urban Design Commission Review and Approval Application for 'New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 40,000 Sq. Ft'. We are seeking Initial Approval and Final Approval at your January 21<sup>st</sup> meeting. As required prior to any formal action by Urban Design Commission, we have submitted an application for Plan Commission consideration. Planning Commission received that application along with the necessary fees and supporting documentation and we are a part of the February 9<sup>th</sup> meeting agenda.

We have chosen this site as our second Madison and second Wisconsin location. We are truly excited to bring the Hy-Vee shopping experience to the west side of Madison along with the potential for 350 to 400 new jobs.

Plan Modifications: We have made several modifications to the plan that was presented at the January 7<sup>th</sup> UDC meeting to address comments from the Commission. The changes, which are predicated on the addition of a traffic light at the Whitney Way entrance, include:

- The plan limits the Odana entrance to a right-in / right-out and the entrance is moved farther west to add separation between it and Segoe.
- The modifications eliminate a row of parking facing the Odana store entrance. This allows for the building to be
  pulled closer to street and to expand the pedestrian space in front of the Odana building entrance creating a
  community feature.
- The relocation of the Odana entrance has made for less congestion to the south of the drive-up lanes, but to further improve that area the stacking depth entering the drive-up has been extended and stacking depth exiting the drive-up is added in addition to traffic signage.
- Moving the building farther south created enough separation to add a drive connection between the buildings to the north of Hy-Vee. This will create a streetscape connection with landscaping and pedestrian lighting.
- The plan makes the connection with Segoe, at the eastern edge of the site, a full access intersection. Full access from Segoe allows for better truck movements and therefore the compactors can be relocated next to the loading docks on the north rather than facing Odana. Additionally, the change allows for better screening of the service area with landscaping.
- A sidewalk is added to the south side of the Whitney Way drive along with the relocation of the internal pedestrian parkway farther south to better accommodate pedestrian traffic from the south.
- Additional windows have been added to the south and east facades where possible. Additional color and material changes have been incorporated on the north, south, and east facades.

#### Actions to Date:

On October 16<sup>th</sup> we had an initial meeting with planning staff to review our proposed plans and had the opportunity to present our plans to the City's Development Assistance Team. On October 28<sup>th</sup> we were able to share our plans with

District 20 Alder, Ms. Thuy Pham-Remmele and Assistant to the Mayor, Mr. Mario Mendoza. Alder Pham-Remmele asked that in addition to sharing our plans with the Midvale Heights Neighborhood Association as discussed below, that we try to coordinate a meeting with the Orchard Park Neighborhood Association and said meeting took place on November 16<sup>th</sup>. Hy-Vee made an informational presentation to your Commission on December 17<sup>th</sup> and a second presentation on January 7<sup>th</sup>.

The evening of October 28<sup>th</sup> we presented our project at the regularly scheduled Midvale Heights Neighborhood Meeting. Most of the questions and comments came from members of the committee drafting the Midvale Heights Neighborhood Plan, which has a specific section devoted to the entire Westgate Mall property. The vision of the committee was for the entire 17.7 acre parcel to be redeveloped into a multi story new urbanism project with a mix of residential, office, retail, and structured parking. With that being said, representatives of J. Herzog & Sons (the property owner) voiced concerns that aside from the Hy-Vee redevelopment there are thirty (30) additional tenants in the mall, some of which have lease terms extending another twenty or more years. Many of those same tenants have approval rights over any modifications to the mall. Additionally, the mall is encumbered by a collateralized loan through the year 2031, which strictly limits modifications to the existing building and the revenue stream paying down the loan. It was also noted that the operating gas station at the northeast corner of Whitney Way and Odana Road is a longstanding neighborhood business that is not owned by J. Herzog & Sons. It was decided that further meetings with the property owner and the steering committee were necessary to discuss the committee's vision for the property relative to the long term contractual constraints.

The first such meeting took place on November  $6^{th}$  and led to the hiring of Schreiber / Anderson Associates, Inc. to master plan the balance of the center. Schreiber / Anderson completed the plan and they along with representatives from J. Herzog & Sons presented it to City Staff on December  $3^{rd}$ . Additional meetings to share the plan with the steering committee were held on December  $10^{th}$  and January  $6^{th}$ .

Architect:

Contractor:

Hy-Vee Engineering Dept.

Contact: Dan Willrich

dwillrich@hy-vee.com

Hy-Vee Weitz Construction

1947 Hull Avenue

515-645-2300

Des Moines, IA 50313

515-457-3804

Project Name: South Westgate Mall Redevelopment

Address: 160 Westgate Mall (NEC of Whitney Way & Odana Road), Madison, WI

Alder Person: Ms. Thuy Pham-Remmele – District 20

**Development Team:** 

Developer: Hy-Vee Real Estate Dept.

Contact: Pete Hosch

5820 Westown Parkway

West Des Moines, IA 50266

515-327-2147

phosch@hy-vee.com

Site Planning /

Landscape Architect:

Engineer:

Hy-Vee Engineering Dept.

Contact: John Brehm, ASLA 515-267-2947

ibrehm@hy-vee.com

Foth Infrastructure & Environment, LLC

Contact: William Dunlop, PE 1402 Pankratz Street, Suite 300

Madison, WI 53704 608-242-5900

WDunlop@foth.com

Project Overview:

Hy-Vee has reached an agreement to lease the demised premises shown on the attached site plan from J. Herzog & Sons, Inc. The aforementioned demised premises is has an area of approximately 7.7 acres. Hy-Vee will demolish the existing structures south of the TJ Maxx facility and construct an 80,476 square foot Hy-Vee Food Store, which includes an

attached Hy-Vee Wine & Spirits facility. The redevelopment results in an approximate 20,000-square-foot increase in building area. The project will include resurfacing the parking lot, adding more parking lot islands, relighting of the parking lot, increased landscaping, improved pedestrian connectivity, the addition of a traffic light at the Whitney Way entrance, and the relocation of the Segoe Road and Odana Road access drives providing safer traffic movement throughout the site.

This submittal represents the first step toward redevelopment of this site. The conceptual master plan for the entire 17.7 acres developed by Schreiber / Anderson is included with our submittal. Their plan represents a realistic goal given the numerous constraints at hand. It allows for the long standing tenants to maintain their presence while creating additional space for a mix of uses, enhanced connectivity, and pedestrian friendly open space.

Hy-Vee plans to receive Urban Design Commission and Planning Commission approval for a conditional use permit by early 2009, building permit approval by mid-spring, and start construction shortly thereafter. Project construction is anticipated to take approximately 12 months, resulting in an early-summer 2010 grand opening of the store.

# **Building Improvements:**

The portion of the mall being redeveloped by Hy-Vee is comprised of several mid to large scale retail tenant spaces. Included in the submittal are proposed building elevations showing significant improvements in both design and materials compared to what is currently in place. These plans incorporate the architectural interest the City of Madison looks for in new development. The Whitney Way or front façade has dramatic changes in building projection and multiple expanses of glass which will provide significant day-lighting into the new facility. Additional points of interest on the front façade are the canopy features and numerous changes in building height. The most-pronounced height changes are utilized to draw customers into the primary entrance. Color and texture will be varied by using a mix of building materials including brick, glass, painted precast concrete panels, and EIFS.

In an effort to address city staff concerns about the Odana Road façade we made extensive changes to the inner workings of our store and modified the footprint to accommodate a functioning entrance for that elevation. The entrance will be utilized primarily for the Hy-Vee Wine & Spirits store, but will also act as an additional access point for pharmacy customers. This should work in conjunction with our corporate efforts to design the Wine & Spirits space as a separate shopping experience for the customer. We also feel that this entrance provides for greater pedestrian connectivity to the site. We utilized the same architectural theme on the Odana Road elevation that is present on Whitney Way.

The brick, glass, and EIFS present on the front elevation will wrap around to the north elevation approximately 40 feet. The remainder of the north elevation will be painted precast panels with brick piers and pedestrian lighting. A mezzanine level comprising over 5,000 sq. ft. including offices and a club room / cooking school is present on the north elevation and windows are incorporated along this mezzanine level.

The rear elevation will have areas of brick and EIFS near Segoe and then painted precast panels as you move farther to the North. The service area is screened with decorative metal grating and second story windows are shown where possible.

# **Site Improvements:**

The site will undergo significant improvements to layout, pedestrian access, lighting, and landscaping. The plan includes a pedestrian parkway connecting the City sidewalks on Whitney Way to the front of the store. The existing entrance into Westgate Mall will be relocated and a drive connection will be created between the buildings to Segoe Road including street parking and a landscaped walkway. A café style outside dining area will be easily accessible from this parking and the walkway connecting with the neighborhood to the east. Three additional pedestrian access points will be added east of the Odana Road entrance connecting to the sidewalk running adjacent to the building.

Landscaping throughout the site will utilize a variety of plant species, many of which are native to the area and therefore remain appealing through seasonal change. The landscape buffering that exists on the site will be enhanced to aid in the visual screening from the adjacent properties. New parking lot islands will be oversized to allow trees and plants to thrive. The alcoves on the southeast corner of the building will incorporate plantings to add visual screening of the building.

## Operation and Site Detail:

- The Westgate Mall property post Hy-Vee redevelopment will have 842 parking stalls (3.315/1000 SF)
- The Hy-Vee facility has two service dock doors and a vendor delivery door on the east elevation.
- The Hy-Vee Food Store will be a 24-hour facility. The Hy-Vee Wine & Spirits store will have operational hours in accordance with state and local laws.
- Two trash compactors are located along the south elevation and are screened from view by a fence
- Professional snow removal will be arranged for the entire site by the Mall Manager and maintained in accordance with City standards.

### **Building Uses and Area:**

The redevelopment would consist of a 75,542 square-foot Hy-Vee food store, a 4,934 square-foot attached Hy-Vee Wine & Spirits facility.

- 1. Hy-Vee Food Store: 75,542 sq. ft. (detail as follows)
  - a. Pharmacy: 825 sq. ft.
  - b. Bank: 520 sq. ft.
  - c. Floral: 581 sq. ft.
  - d. Caribou Coffee: 481 sq. ft.
  - e. Casual Dining: 2,692 sq. ft.
  - f. Mezzanine: 6,534 sq. ft.
    - i. Club Room: 1,883 sq. ft.
    - ii. Offices: 1,912 sq. ft.
  - g. Back Room: 5,943 sq. ft.
  - h. Digital Photo:151 sq/ft.
  - i. Bakery: 1,173 sq. ft.
  - j. Health Market: 1,142 sq. ft.
  - k. Grocery / Dairy / Produce / General Merchandise: 50,003 sq. ft.
  - 1. Kitchen / Chinese / Italian / Deli: 2,547 sq. ft.
  - m. Service Meats: 861 sq. ft.
- 2. Hy-Vee Wine & Spirits: 4,934 sq. ft.

Employment Estimate:

Hy-Vee would expect to employ between 350 and 400 people and the leased space would

account for additional employment beyond that.

Construction Schedule: Pending conditional use and building permit approval we anticipate a May 2009 construction

start with a May 2010 grand opening.

Hy-Vee truly appreciates your review of our project and please don't hesitate to call should any questions arise.

Sincerely,

HY-VEE, INC.

Pete Hosch

Asst. Vice President, Real Estate

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Enclosures



January 14, 2009

Urban Design Commission
Attn: Mr. Al Martin
Department of planning & Development
215 Martin Luther King Jr. Blvd., Suite LL 100
Madison, WI 53701

Re:

Urban Design Commission Initial and Final Approval

South Westgate Mall Redevelopment

160 Westgate Mall (NEC of Whitney Way & Odana Road), Madison, WI

Dear Mr. Martin:

Enclosed is Hy-Vee's application for Urban Design Commission Review and Approval for 'New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 40,000 Sq. Ft'. Hy-Vee would like the opportunity to present our revised plans at the January 21, 2009 meeting. We are making modifications to our plans based on comments received at our last UDC presentation on January 7<sup>th</sup>, and therefore do not yet have the supporting documentation that must accompany this application. We ask that you still accept this application knowing we will have all the required submittal information to you no later than noon on January 16<sup>th</sup>.

I did draft and include the letter of intent required for the submittal which details many of the plan changes that are being made prior to the meeting.

Should you have any questions or comments, please don't hesitate to call. I appreciate your assistance, and look forward to working with you on this project. Thank you.

Sincerely,

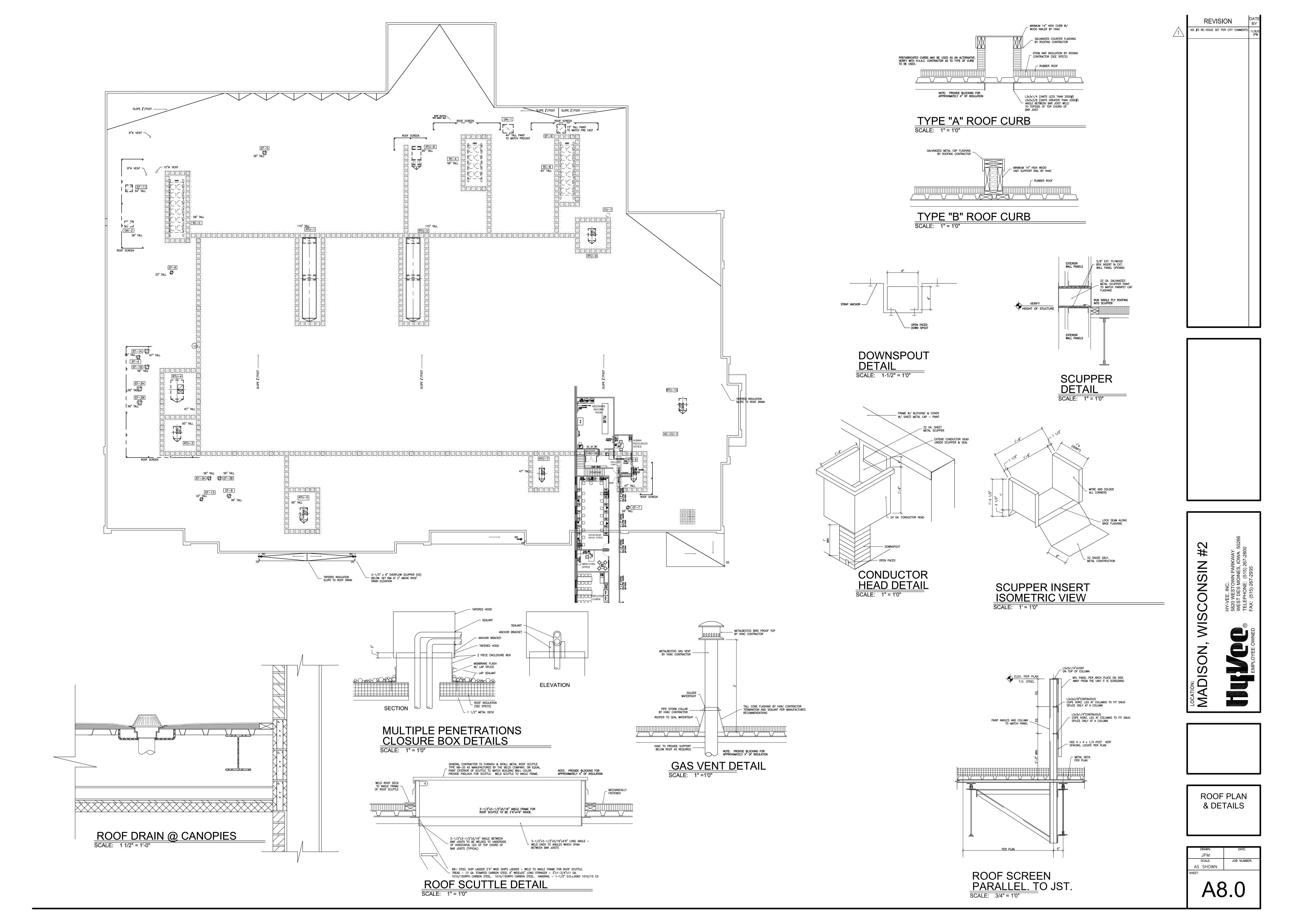
HY-VEE, INC.

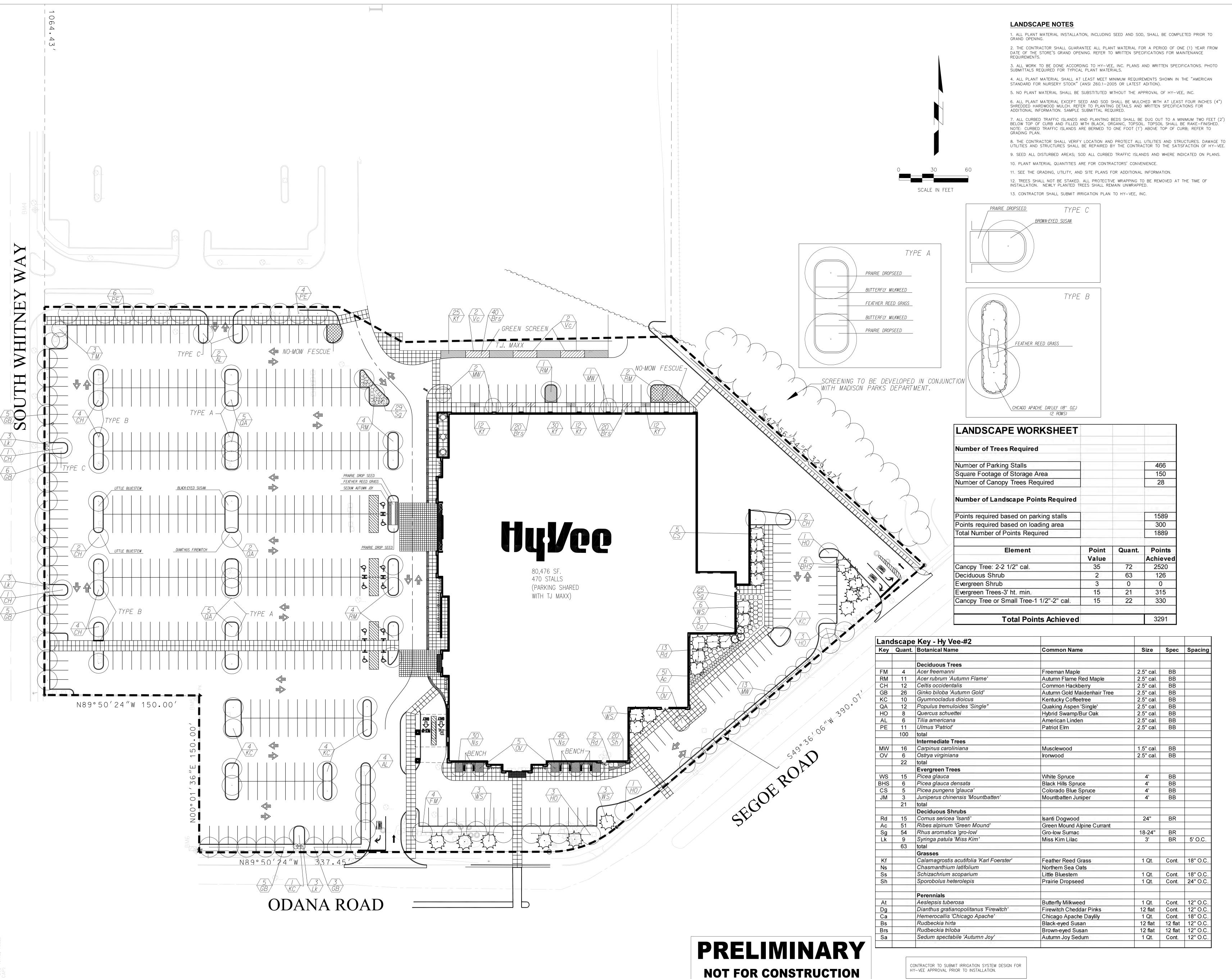
Pete Hosch

Asst. Vice President, Real Estate

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Enclosures





REVISION DATE BY

Foth Infrastructure & Environment, LLC 1402 Pankratz Street, Suite 300 Madison, WI 53704 Phone: 608-242-5900 Fax: 608-242-5999

SOUTH WESTGATE MALL
REDEVELP., MADISON, WI
HY-VEE, INC.
5820 WEST DES MOINES, IOWA 50266
WEST DES MOINES, IOWA 50266
TELEPHONE: (515) 267-2800
FAX: (515) 267-2935

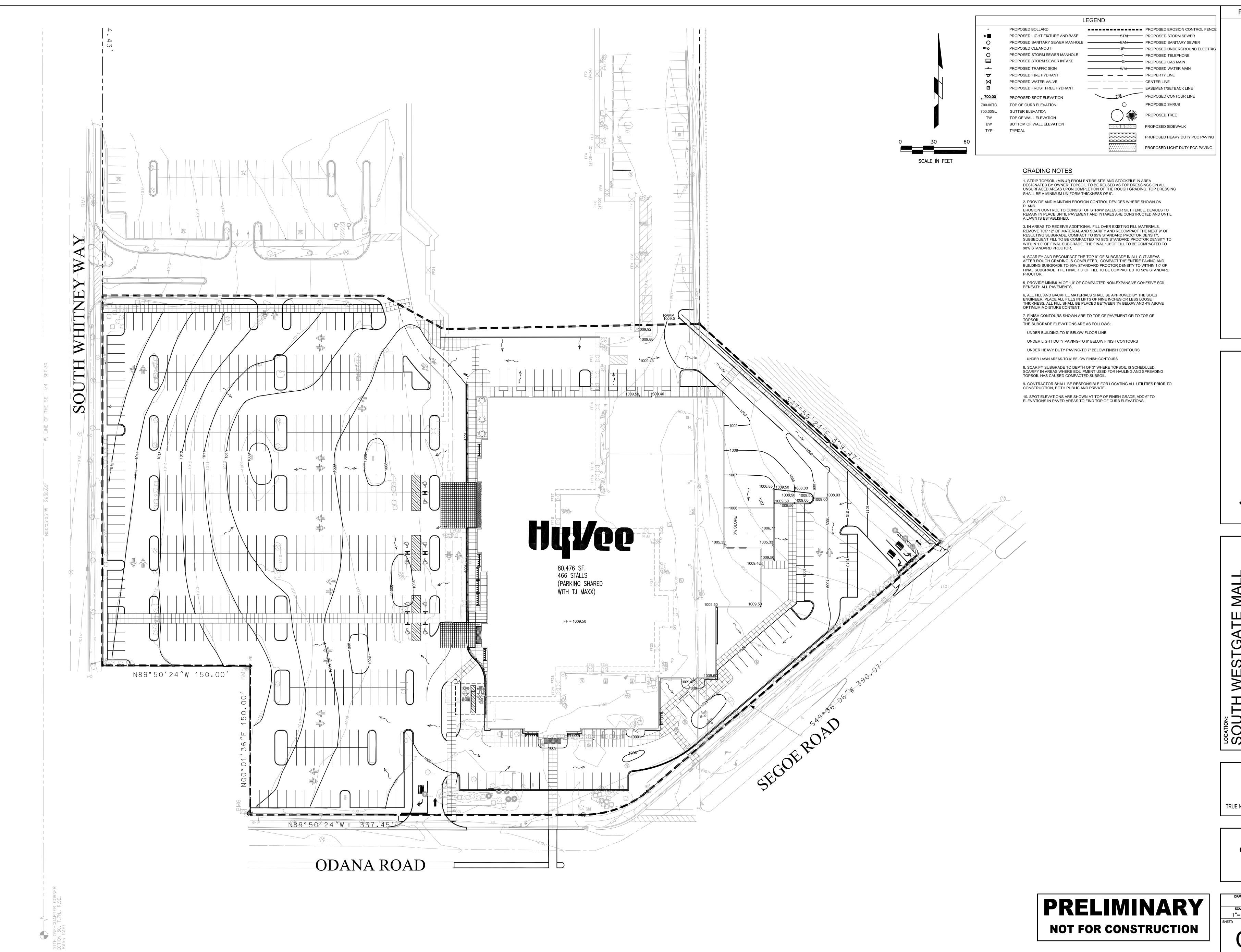
TRUE NORTH PLAN NORTH

LANDSCAPING PLAN

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2008

SCALE: JOB NUMBER:
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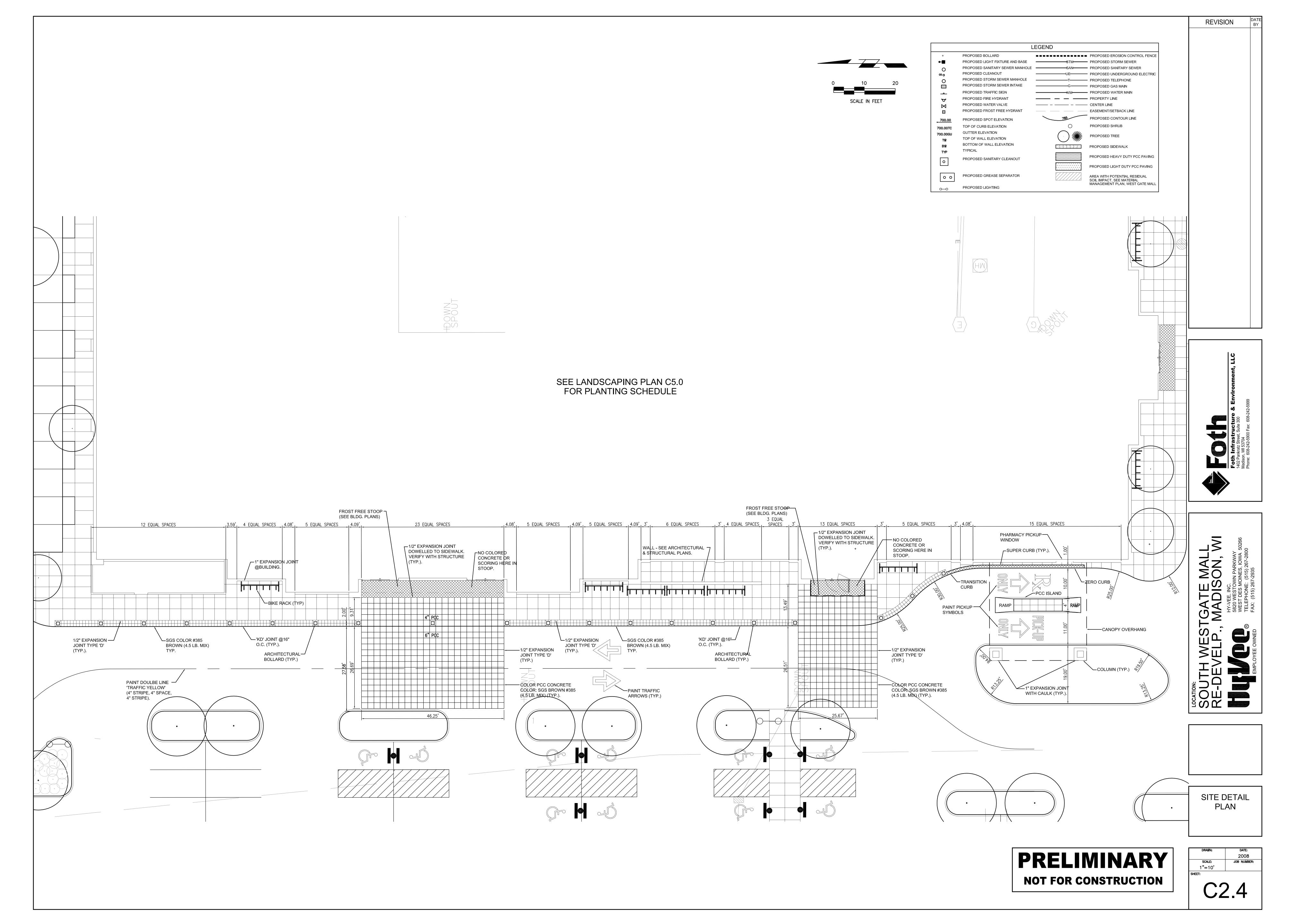


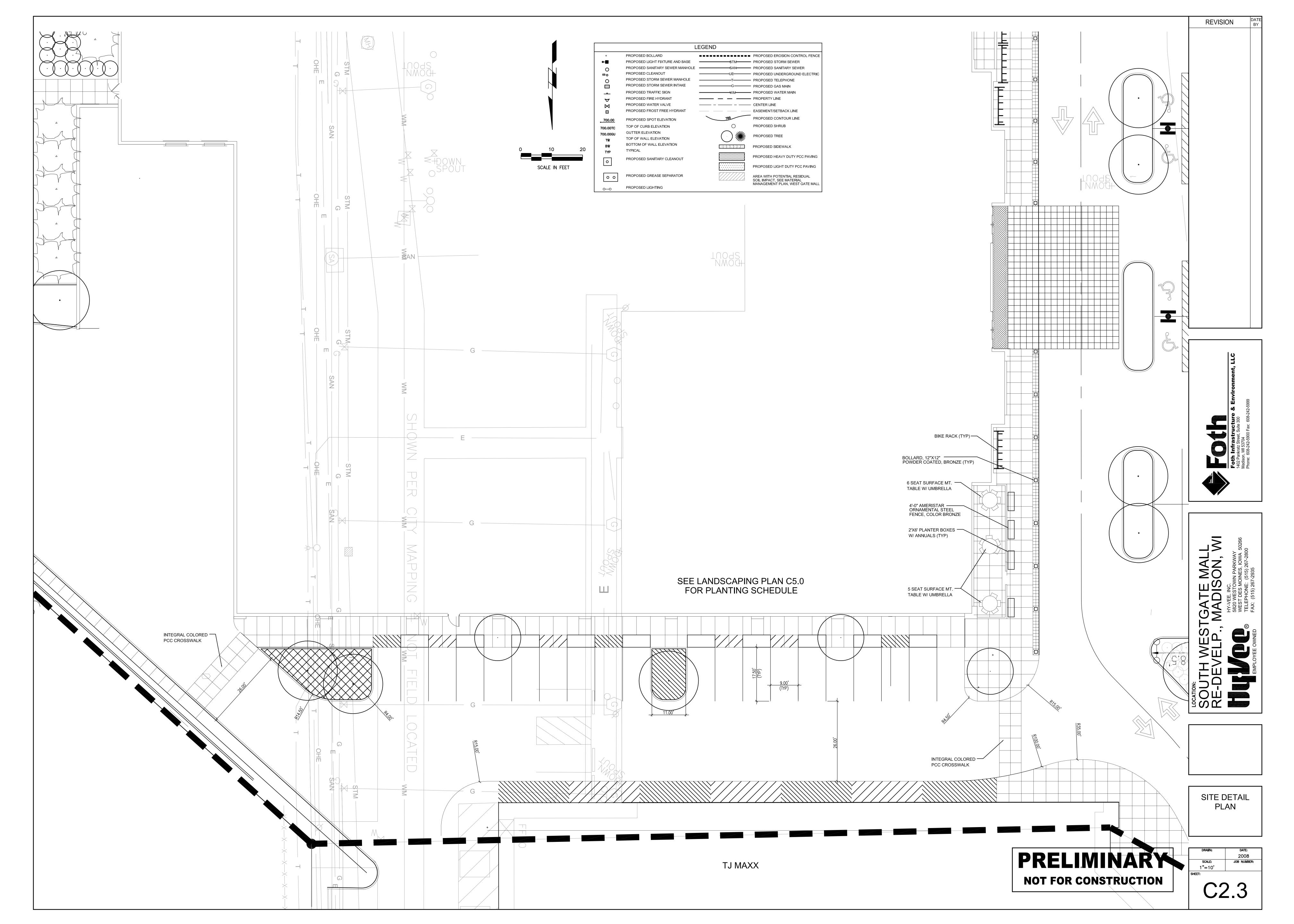
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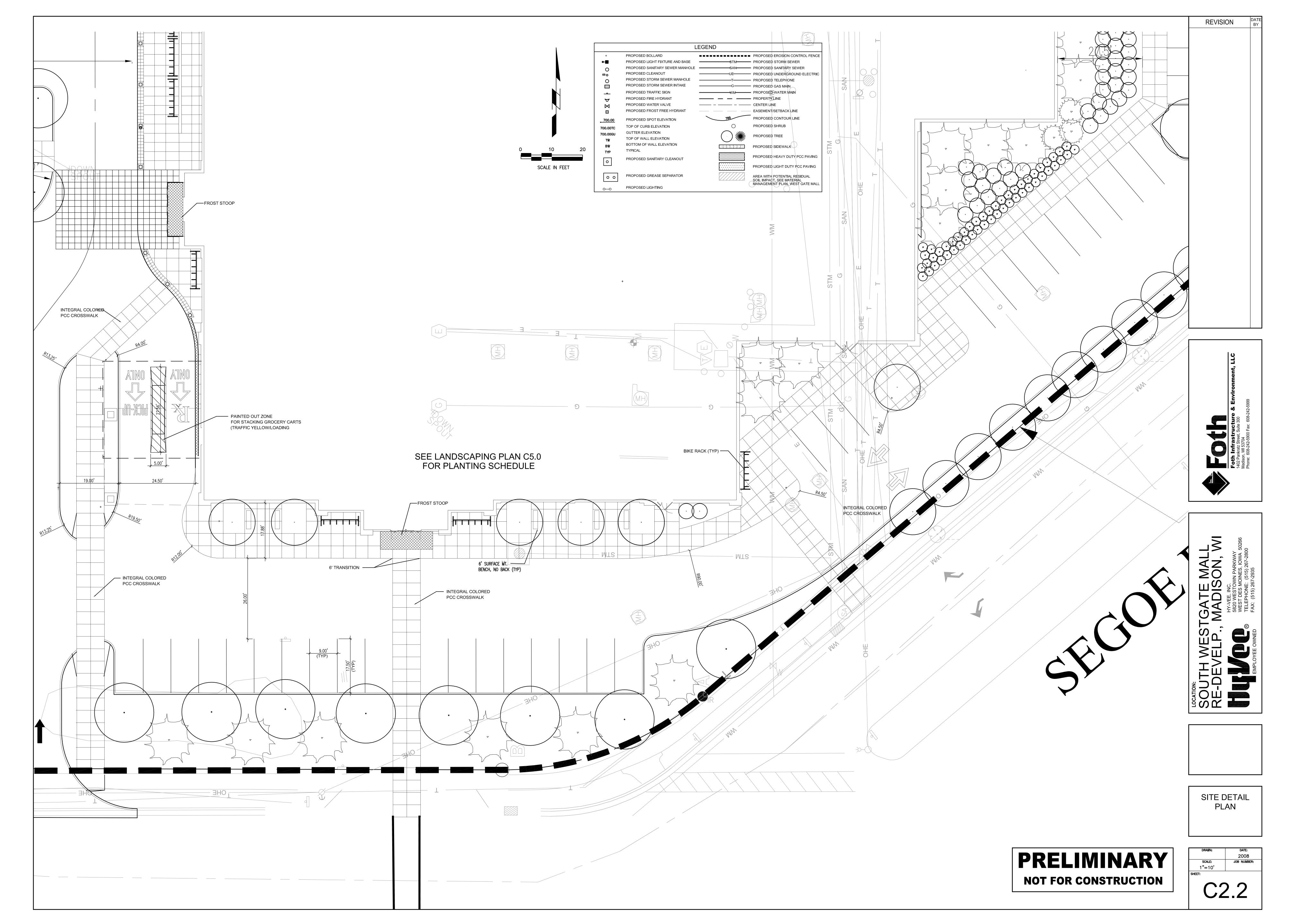
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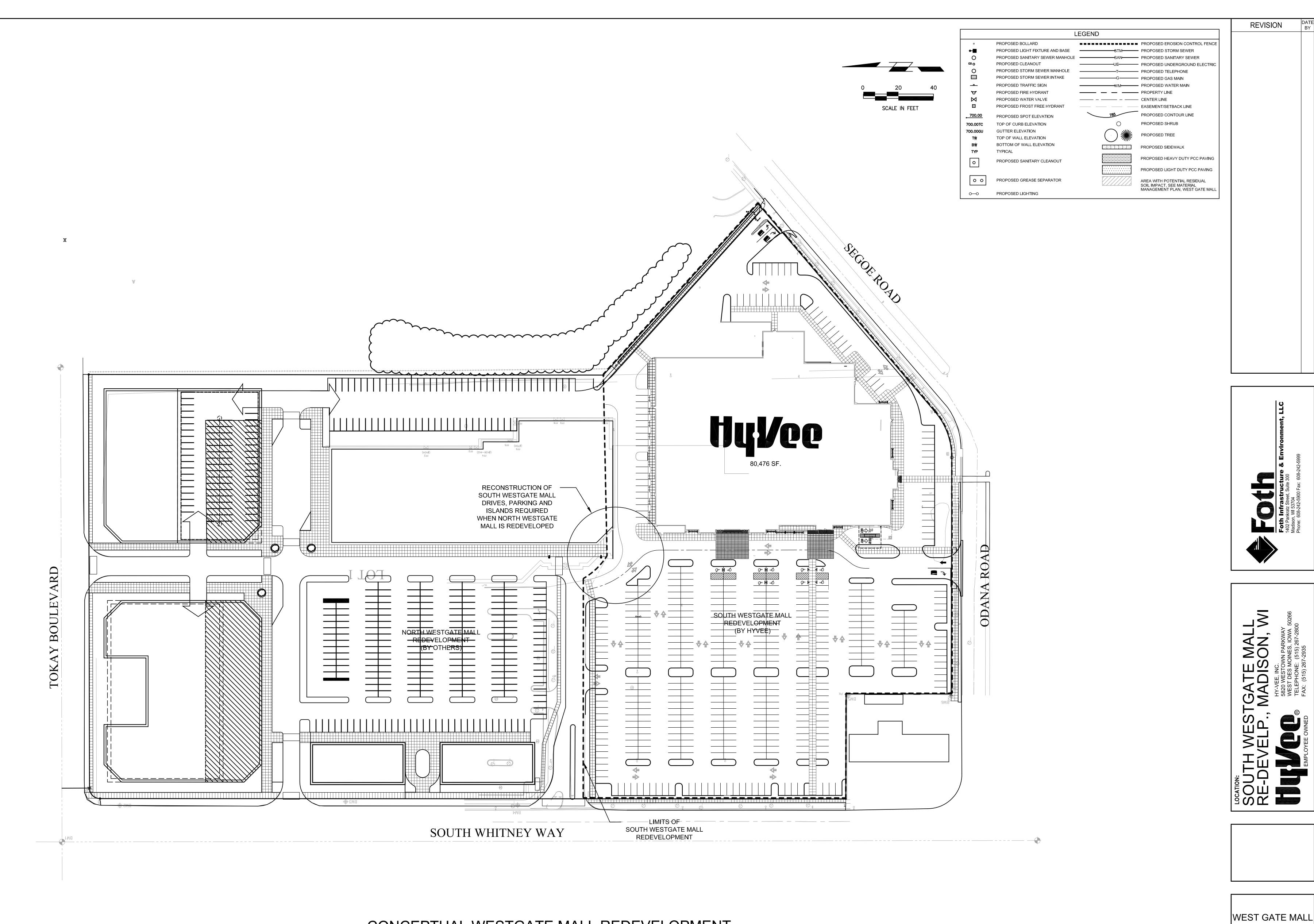
GRADING PLAN

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CONCEPTUAL WESTGATE MALL REDEVELOPMENT

PRELIMINARY
NOT FOR CONSTRUCTION

DRAWN:

DATE:
2008

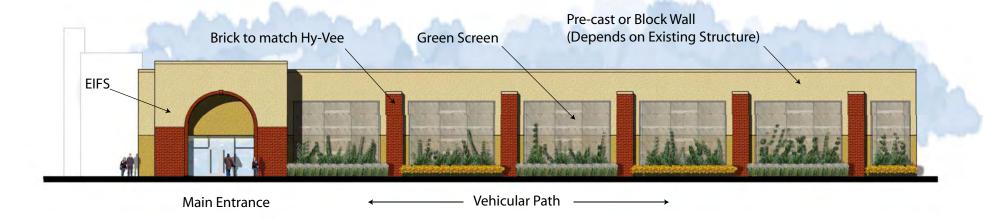
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SHEET:

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SITE PLAN

# **South Elevation**



# Westgate T.J. Maxx Building Elevations January 14, 2009