

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 6, 2016

TITLE: 4602 Cottage Grove Road – Planned Multi-Use Site, Demolish Grocery Store and Construct Auto Service Station with Convenience Store for “Kwik Trip.” 3rd Ald. Dist. (41973)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: April 6, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Richard Slayton, Dawn O’Kroley, Sheri Carter, John Harrington, Tom DeChant and Michael Rosenblum.

SUMMARY:

At its meeting of April 6, 2016, the Urban Design Commission **RECOMMENDED REJECTION.**

Appearing on behalf of the project were Jeff Osgood, Jerrel Schomberg, Troy Mleziva, Don Marner, Allen Arntsen and Scott Anderson, all representing Kwik Trip. Appearing and speaking in opposition were Lauren Cnare, Christopher Johll, Matt Ida and Andrew Meeks. Registered in opposition but not wishing to speak were Mary Charnitz, Lara Kenny, Wendy Ellis, Kyle Magyera and Elizabeth Godfrey.

Osgood reviewed the site plan, building materials and comments made by the neighborhood. Two neighborhood meetings have been held, where the team was asked to look at bringing the building closer to the corner and providing a more active corner area for the neighborhood, a reduction in the size of the fuel canopy. They are looking to build a LEED certified building. They are looking at providing a connection through the site for area kids using the MSCR facilities within the strip mall. Two bioretention areas are shown within the site plan. Fuel deliveries will come in off of Cottage Grove Road. The landscape plan is designed to meet the ordinance requirements, with additional plant material in the seating areas to include evergreen shrubs and perennials.

Lauren Cnare spoke in opposition. This is the only piece of developable land in this section of the Cottage Grove Road corridor. While the grocery store is a blighted piece of land, the neighborhood does not want to settle for something like a convenience store with gasoline sales. This is not a corner market that reflects the old version of suburbia. There is already a convenience store with gasoline sales across the street. This is not a neighborhood-type or urban-type of design. The door facing Acewood Boulevard is not sufficient and does not address this busy street. Putting out picnic tables does not “make a place.” The circulation plan uses the parking lot as a major thoroughfare. Cottage Grove Road needs a plan to allow the neighborhood to come together and discuss what they want here in this location.

Christopher Johll spoke in opposition, noting concerns with pavement, the amount of gasoline pumps and their proximity to residential at the back of the property, vehicle noise, lighting, and music being played at the gasoline pumps.

Matt Ida spoke in opposition. The neighborhood does not have a plan to guide development, but the Comprehensive Plan does apply, and does recommend that this intersection is designated neighborhood mixed-use, and transit-oriented development, which recommends that new buildings be 2-4 stories in height. This is going to set a precedent for the redevelopment of this shopping center; single-story non-mixed-use development is not appropriate here. The site changes that Kwik Trip has made have been disappointing. This corner lot should be an anchor that sets an example for the rest of the redevelopment of this area.

Andrew Meeks spoke in opposition. He spoke to concerns with the aesthetics of the building, the landscaping, the lack of a vibrant aesthetic and the environmental impact. This is not the kind of development that will keep or draw residents to this neighborhood. As a bicyclist this is not a friendly site.

Alder Hall spoke to the desire for redevelopment at this location, but with a lack of enthusiasm for a gasoline station. A reduction of impervious surfaces is necessary; moving the doors to Acewood Boulevard would create better flow through the store and give a better neighborhood feel. There is a very engaged group in the neighborhood who does not feel this is a needed development.

Alder DeMarb spoke to this being a 50-year decision. People in this neighborhood want the shopping center to be redeveloped. Her constituents are divided on Kwik Trip being the chosen tenant at this location. While Zoning supports this development (with conditions), it is also important to make this the very best it can be because it will drive future development at this location. The request for a special area corridor study has not been undertaken, but will be started this summer.

Tim Parks of the Planning Division spoke to the staff report. Site layout should be more compact and the orientation of the building should be looked at. The Secretary noted the elderly housing behind this site, as well as the surrounding residential neighborhoods and how they would be affected by issues of lighting and the landscaping.

Comments and questions from the Commission were as follows:

- This style of architecture is not appropriate in this neighborhood. Maybe it's time for this applicant to look at charging stations.

A motion was made by Slayton, seconded by O'Kroley, to **REFER** this item.

- We have had other projects before us that we didn't find appropriate which were moved for rejection. I would completely agree that this isn't appropriate, and when we talk about a minimum of 2-stories with the 3-story adjacent structure with a hip roof, that may apply 4-stories is more appropriate, which was in the Comprehensive Plan.
- Can we make a referral that we want to see something done with that corridor?
- We can make a referral. We could also make a recommendation that we think the corridor study ought to proceed to provide a context in which to judge things in this area. Except the Plan Commission and Common Council decide overall how those things work out.
- The intended aesthetics of the neighborhood and the conditional use standards apply, this is an inappropriate fit, this doesn't meet the conditional use standards.
- I question the need for so many gasoline pumps. That contributes to the inefficient site.

- It seems like an opportunity to address bicycles in addition to electric charging stations. You could have a bike station here. Also the only bus stop in this location on the other side of the entrance, you have an opportunity to “touch” four different kinds of transportation more effectively. I’d also like to see more pedestrian sensitivity.
- (Ald. Hall) It’s my understanding that the gasoline pumps have been reduced from 10 to 8. What’s a good number?
- I don’t know, six? Two islands and maybe 2-3 pumps on each island.
- It may become a bit more clear when this is looked at as a community center, with the bicycles, coffee shop, it becomes a place where Kwik Trip has a whole new meaning to the neighborhood than when it’s on the highway somewhere.
- And it’s at a node that’s commercial and residential on a mixed-use parcel.
- A one-story Kwik Trip at that specific location does not represent “normal and orderly development” as referred to be staff in their comments; and a one-story suburban-style Kwik Trip facility would clearly not create “an environment of sustained aesthetic desirability compatible with the intended character” for mixed-use.
- (Parks) The basis of the referral would be more appropriate as a recommendation to the Plan Commission to not approve the project at this time. The applicant cannot come back to you at a future meeting that any of us can schedule and address the fact that you are seeking a neighborhood plan or a special area plan of some sort. This is an infinite referral, where it might be more appropriate, if you’re not comfortable recommending what’s before you tonight, that among the reasons you’re recommending to the Plan Commission might be the fact that there isn’t a plan that would allow this project to move forward in some fashion. If we’re talking about some sort of corridor, plan it could be years. It might be more appropriate to recommend to the Plan Commission not to approve the conditional use because of concerns about normal and orderly development, aesthetics, lack of a plan, anything that’s culled out from the memo.

ACTION:

On a substitute motion by Slayton, seconded by Rosenblum, the Urban Design Commission **RECOMMENDED to the Plan Commission that this project NOT BE APPROVED.** The motion was passed on a vote of (8-0).

The motion provides for the following:

1. Conditional Use Standards Number 4 and 9 are not met. A one-story Kwik Trip at that specific location does not represent “normal and orderly development” as referred to be staff in their comments; and a one-story suburban-style Kwik Trip facility would clearly not create “an environment of sustained aesthetic desirability compatible with the intended character” for mixed-use.
2. A special area plan or neighborhood plan is needed.
3. The need for a 2 or 3-story structure in order for it to be a viable design.
4. The style of architecture is not appropriate for this area.
5. An excess of impervious pavement, lighting levels, all these conflict with the neighborhood uses.