



City of Madison

Conditional Use

Location
2801-2921 North Sherman Avenue

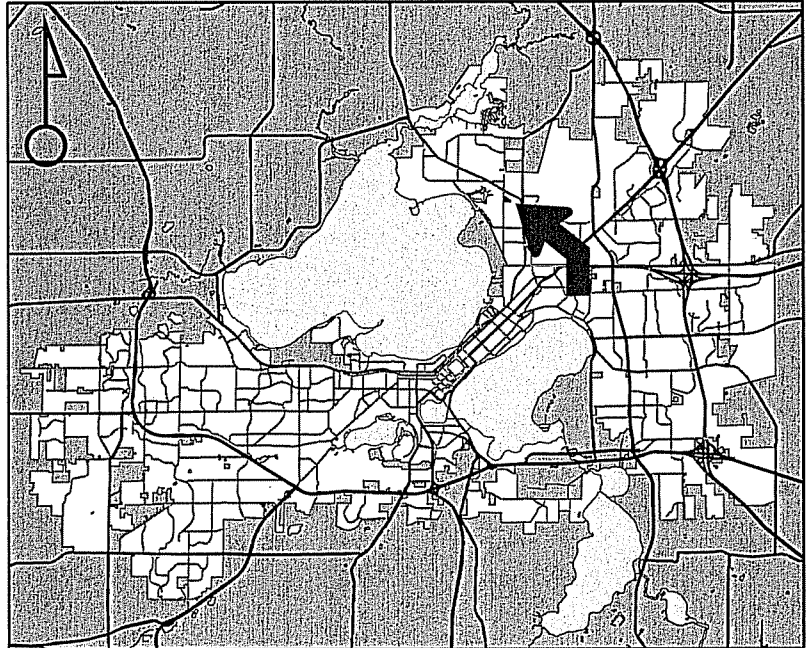
Project Name
Willy Street Co-op North

Applicant
Sherman Plaza, Inc/
Anya Firszt - Willy Street Co-op

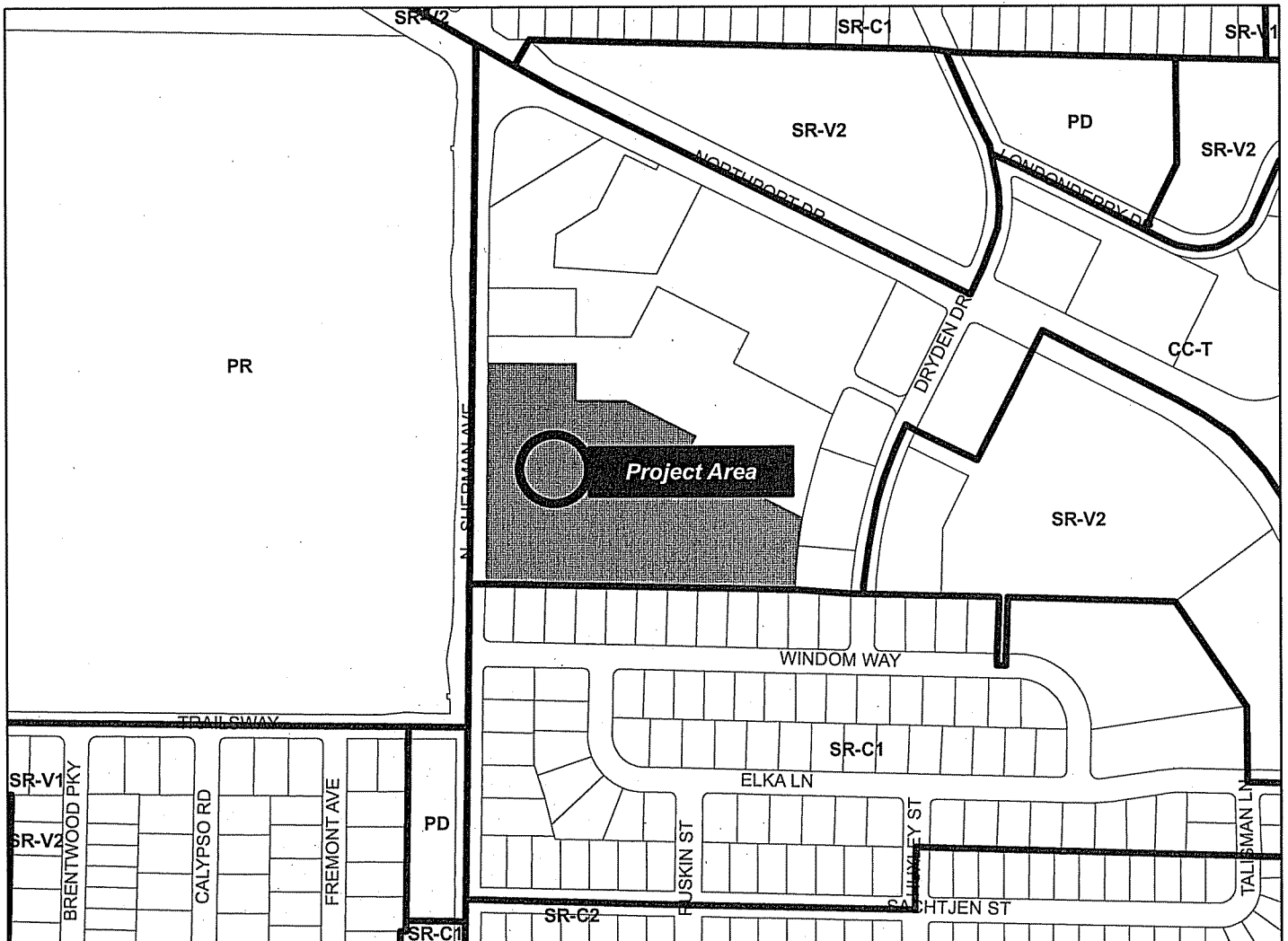
Existing Use
Grocery Store

Proposed Use
Revised parking lot layout with entry
plaza and seating area for grocery
store at Northside Town Center

Public Hearing Date
Plan Commission
07 November 2016

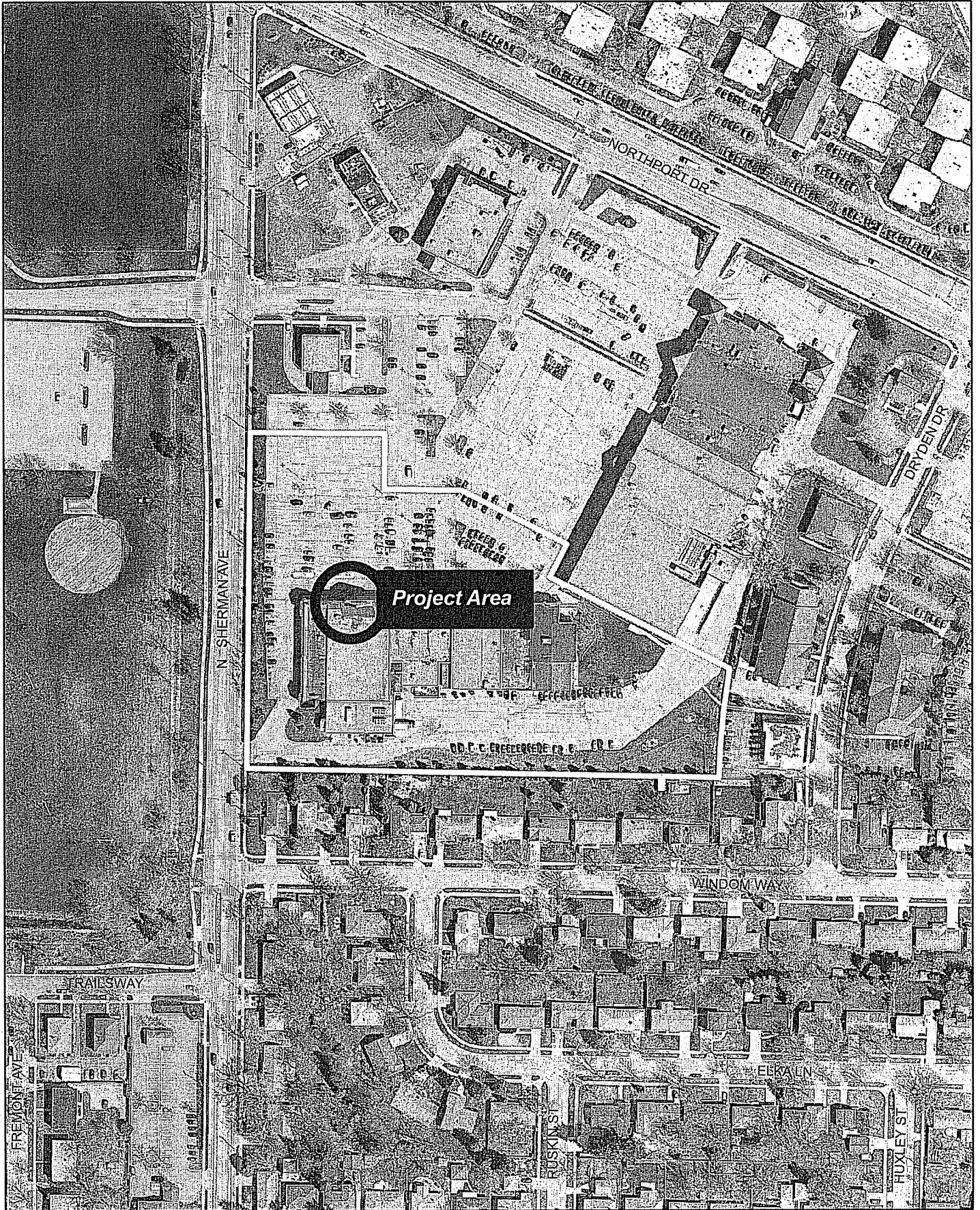


For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date : 01 November 2016





LAND USE APPLICATION

CITY OF MADISON

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

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- 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.
- This form may also be completed online at:
www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:

Amt. Paid \$600 Receipt No. 021065-0003
 Date Received 9/21/10
 Received By [Signature]
 Parcel No. 0810-303-0223-6
 Aldermanic District 12-Palm
 Zoning District CC-7
 Special Requirements Ex. U
 Review Required By:
 Urban Design Commission Plan Commission
 Common Council Other: _____

Form Effective: February 21, 2013

1. **Project Address:** 2921 North Sherman Avenue
Project Title (if any): Willies Street Co-op North

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

- Zoning Map Amendment from _____ to _____
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: _____

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

Applicant Name: Anya Firszt Company: Willie Street Co-op
Street Address: 1457 East Washington Street City/State: Madison WI Zip: 53703
Telephone: (608) 215-3675 Fax: () Email: a.firszt@willystreet.coop

Project Contact Person: Garret Perry Company: design studio etc
Street Address: 330 West Lakeside Street City/State: Madison, WI Zip: 53715
Telephone: (608) 358-6344 Fax: () Email: gperry@designstudioetc.com

Property Owner (if not applicant): Sherman Plaza, Inc.
Street Address: 1505 Northport Drive, Ste. B City/State: Madison, WI Zip: 53704

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Parking lot improvement to include seating area bump out to accommodate 8 cafe tables; at grade plantings and bollard/bike racks, tree islands to define drive lane and 8 accessible parking stalls

Development Schedule: Commencement March 2017 Completion May 2017

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/alterd buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- | | | |
|---|---|--|
| • Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| • Hours of Operation | | |

Filing Fee: Refer to the Land Use Application Instructions & 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 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.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

Pre-application Notification: 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:
Waiver by Alder Lawrence Palm District 12 September 19, 2016


→ 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: Al Martin Date: 09-06-16 Zoning Staff: Matt Tucker Date: 09-06-16

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

Name of Applicant Garret Q. Perry Relationship to Property: Landscape Architect

Authorizing Signature of Property Owner  Date 9-20-16

Donald B. Brunns
Secretary & Treasurer



September 21, 2016

Matt Tucker,
City of Madison Planning and Development
215 Martin Luther King Jr. Blvd
Madison, WI 53703

RE: Letter of intent – Willy Street Coop North

Dear Matt,

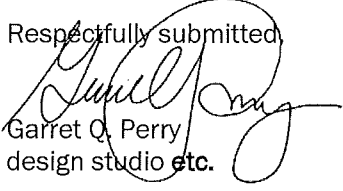
The Willy Street Co-op has recently added a third location in the Sherman Plaza Shopping Center located at 2921 North Sherman Avenue. They have teamed with Aro Eberle Architects to remodel the interior space of the old Pierce Foods location. The interior remodel was completed in August of 2016 and is now in open to customers. They are currently wrapping up the construction of the exterior façade improvements which should be completed by September of 2016. They are open to the public from 7:30 a.m. to 9:30 p.m. Monday thru Sunday and the seating area would be available during open hours only.

Part of the Willy Street Brand is to create an inviting exterior space to welcome the community to sit, engage and interact during their shopping experience. Willy Street Co-op wants to improve the current exterior setting to create an interactive seating space. The space will be use for meeting up with neighbors and friends have a snack or lunch after shopping or lounging around reading a book. Alcohol will not be allowed in the seating area.

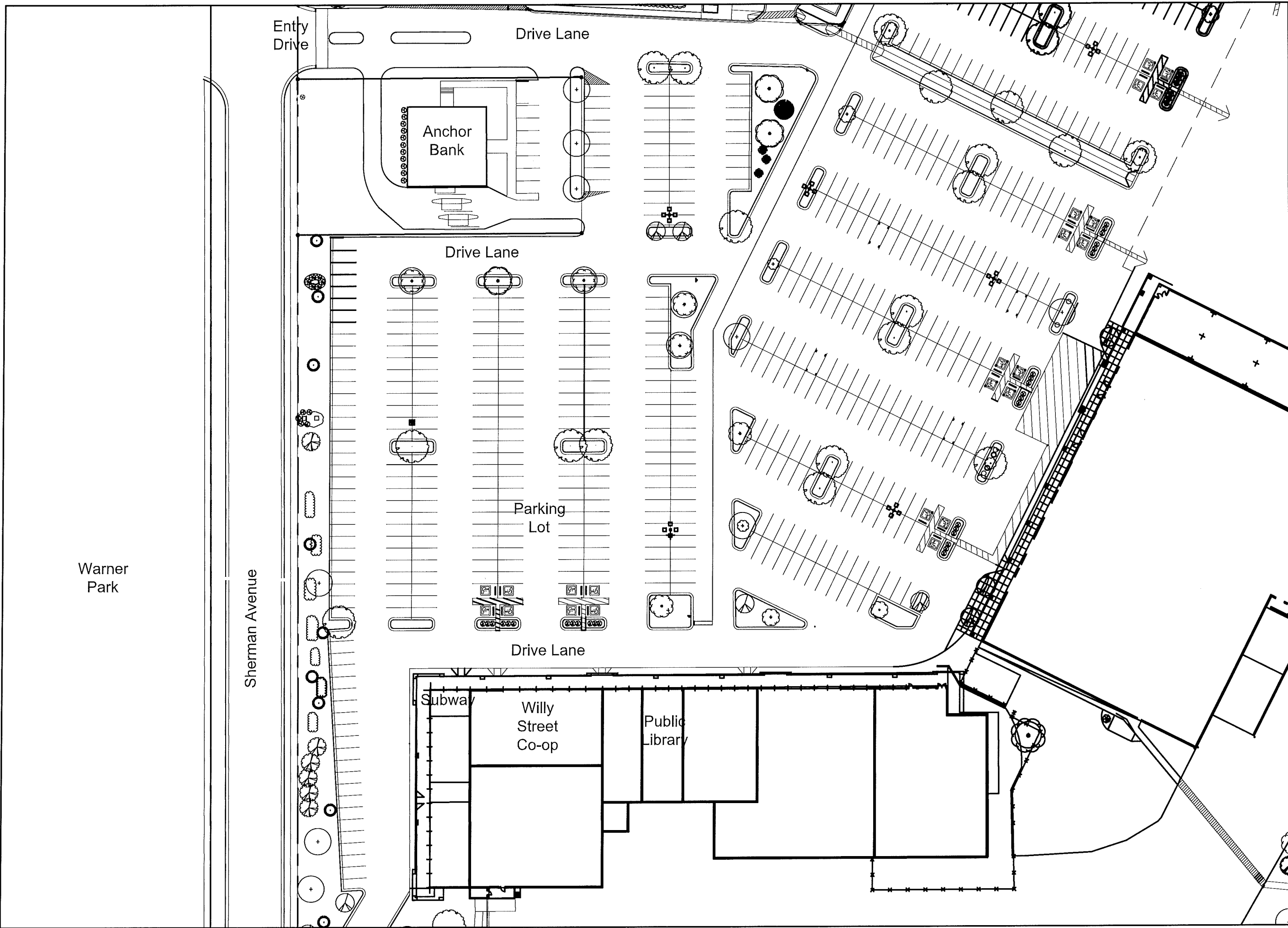
The existing environment outside of the storefront is very vehicle oriented. The entry walk outside is a very narrow in width and does not allow enough space for any outdoor seating. Accommodating a new seating space would require widening the concrete out in front of the store, slightly realigning the drive lane around the bump out and defining the drive lane to the north with tree islands. We are requesting a conditional use in order to accommodate this new shopping center and community amenity. Willy Street has engaged the service of Aro Eberle Architects and Design Studio Etc. to assist in developing architectural and site plans for the store improvements. Attached is a plan showing the changes we would like to make to the parking lot in order to bring the seating area vision to a reality.

We are hoping to receive approval for this conditional use in November or 2016 with a construction start of March of 2017. Estimate of probable cost for the construction of this project is \$75,000.00. We are estimating 3 part time construction positions due to this project. No subsidies are requested for this project

Respectfully submitted,


Garret Q. Perry
design studio etc.

File: C:\Garret\Projects\16_AEA_01-Willy Street North\Cad\16_0916 Concept.dwg Layout: context User: garret Plotted: Sep 20, 2016 - 2:14pm



etc.
design studio
design studio etc.
Landscape Architects
330 W. Lakeside Street
Madison, WI 53715
gqperry@gmail.com
P 608.358.6344
Professional Seal

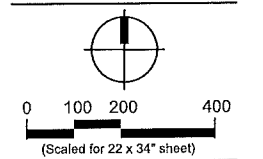
Revision	Date

Project Name
Willy Street Co-Op North
Sherman Plaza
2921 Sherman Avenue
Madison, WI 53704

Key Plan

Drawn By: GQP
Checked By: GQP
File:
Issued For: Cond Use App
Issue Date: 16_0921
Project No. 16_AEA_01
Sheet Name

Site Context Plan



Sheet Number

L1

PUBLIC LIBRARY

WILLY STREET
CO-OP NORTH

SUBWAY

EXISTING
COLUMN

VESTIBULE

EXISTING
RAMP

EXISTING
CONCRETE
WALK

EXISTING
CURB

EXISTING
RAMP
EXISTING
COLUMN

EXISTING
CONCRETE
WALK

31'

33'

56'

31'

33'

EXISTING
TREE ISLAND

33'

33'

EXISTING
TREE ISLAND

33'

6'

33'

EXISTING
STRIPED ISLAND

33'

6'

etc.
design studio

design studio etc.
Landscape Architects
330 W. Lakeside Street
Madison, WI 53715
gqperry@gmail.com
P 608.358.6344

Professional Seal

Revision Date

Project Name

Willy Street Co-Op North
Sherman Plaza
2921 Sherman Avenue
Madison, WI 53704

Key Plan

Drawn By: GQP

Checked By: GQP

File:

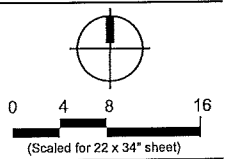
Issued For: Cond Use App

Issue Date: 16_0921

Project No. 16_AEA_01

Sheet Name

Existing Condition



Sheet Number

L2

Revision	Date

Project Name

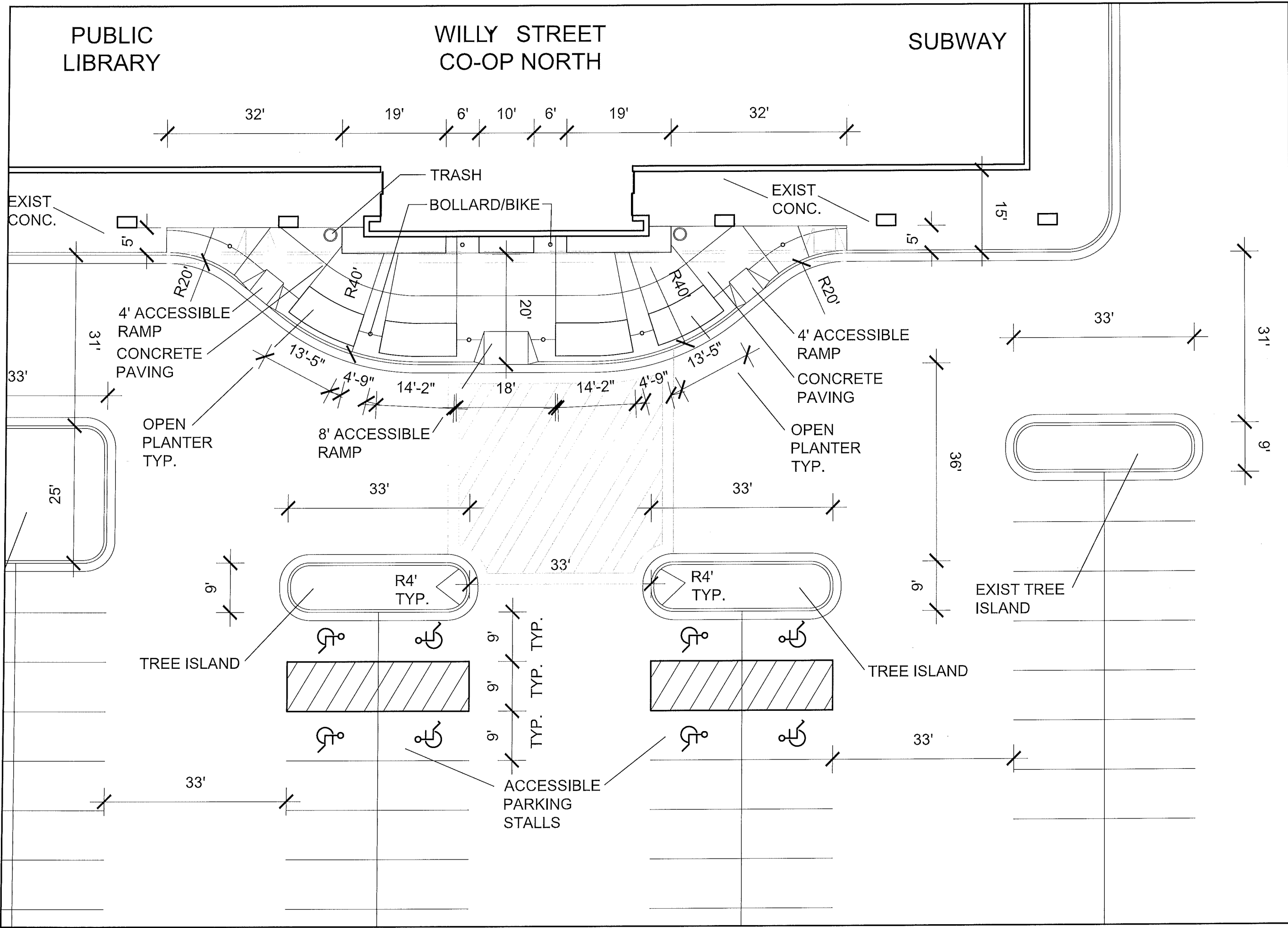
Key Plan

Drawn By: GQP
Checked By: GQP
File:
Issued For: Cond Use App
Issue Date: 16_0921
Project No. 16_AEA_01
Sheet Name

Layout Plan

0 4 8 16
(Scaled for 22 x 34" sheet)
Sheet Number

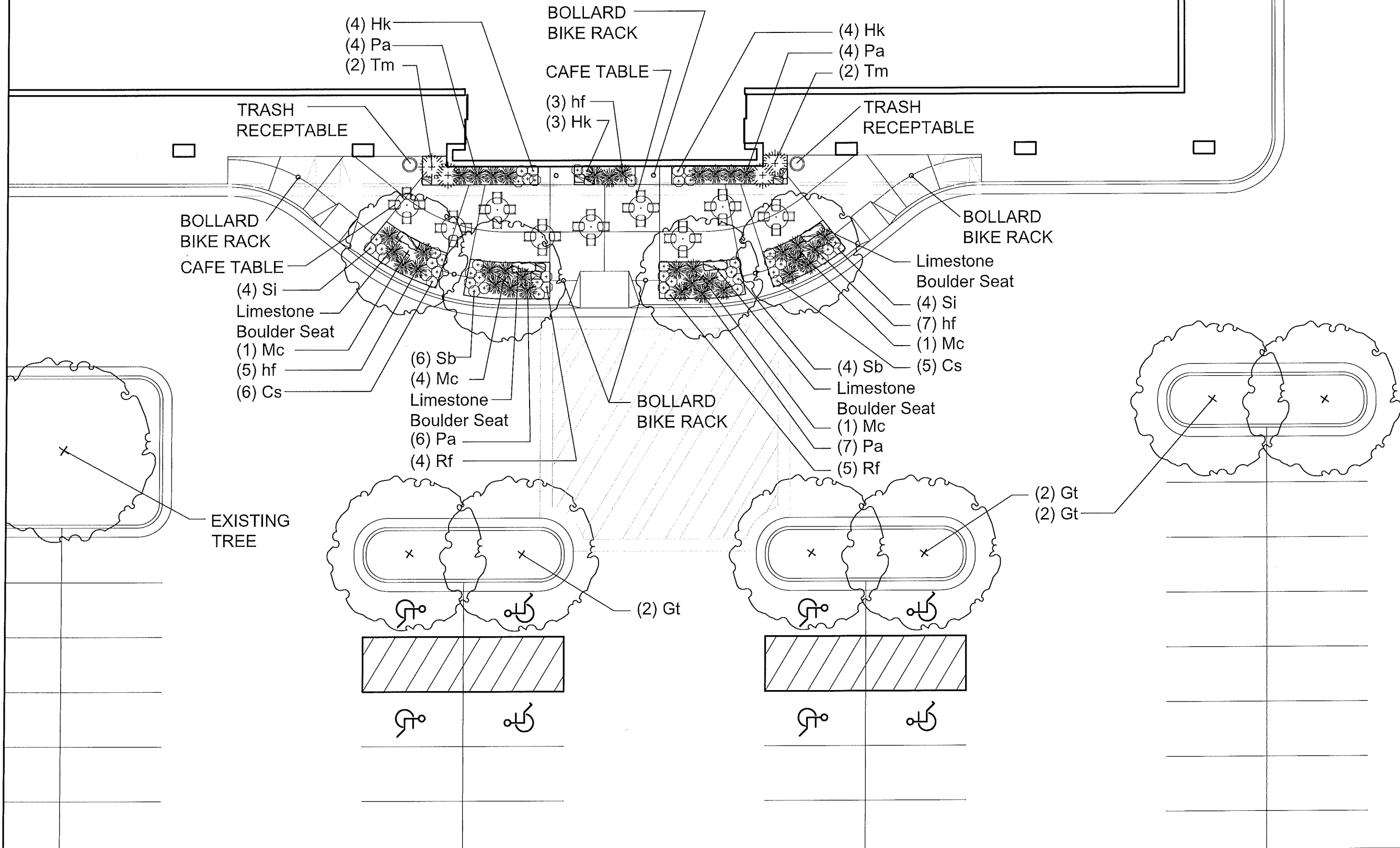
L3



PUBLIC LIBRARY

WILLY STREET CO-OP NORTH

SUBWAY



Revision Date

Project Name

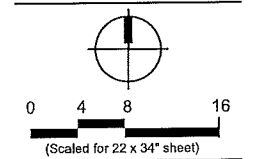
Willy Street Co-Op North
Sherman Plaza
2921 Sherman Avenue
Madison, WI 53704

Key Plan

Drawn By: GQP
Checked By: GQP
File:
Issued For: Cond Use App
Issue Date: 16_0921
Project No. 16_AEA_01

Sheet Name

Planting Plan

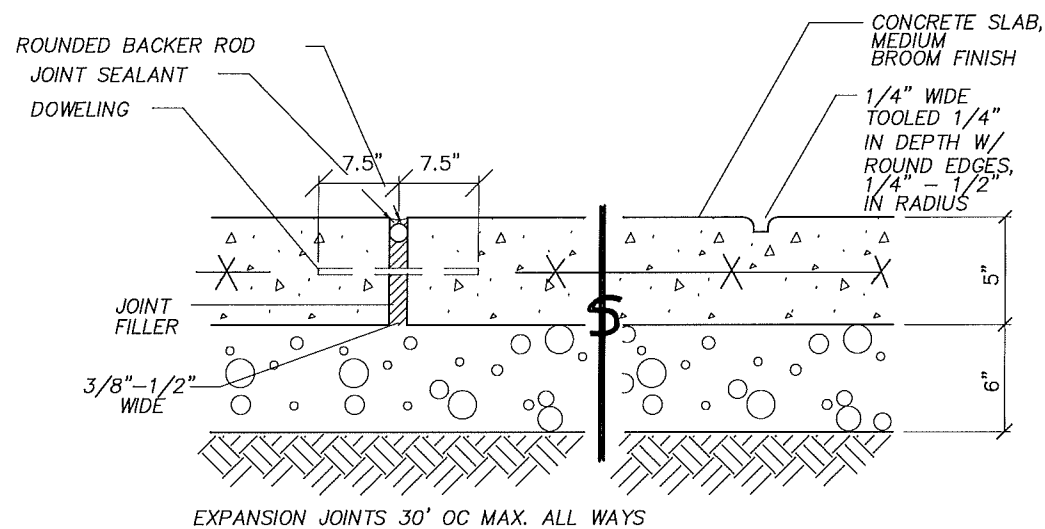


Sheet Number

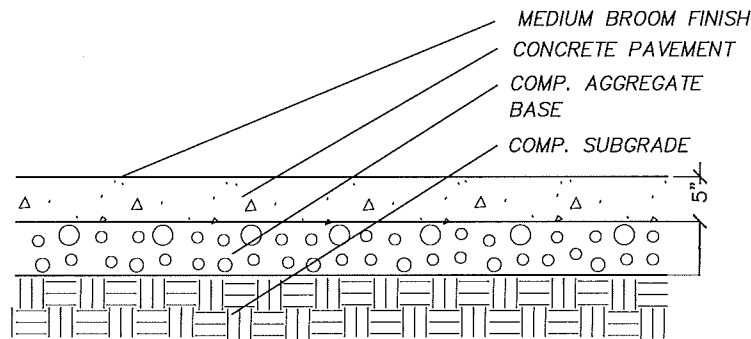
L4

PROPOSED PLANTING PALETTE

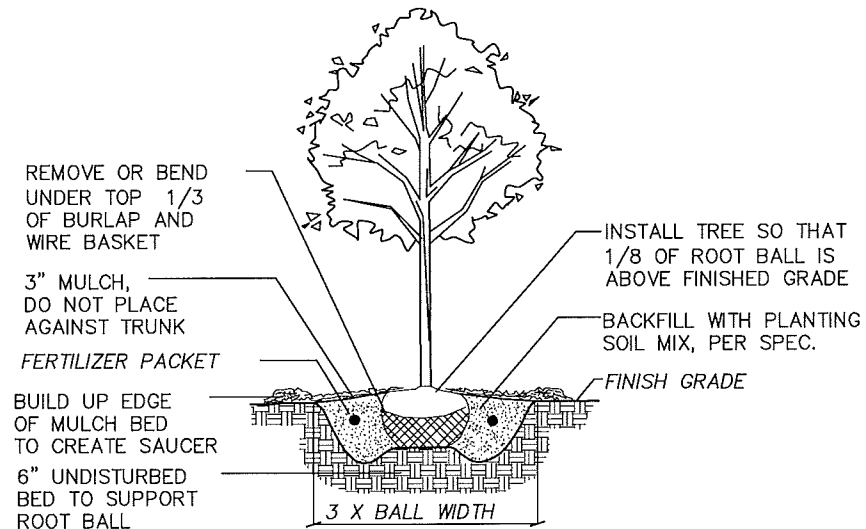
Code	Scientific Name	Common Name	Size	Cont.
TREES				
Gt	Gleditsia tricanthos 'Skyline'	Skyline Honeylocust	2" Cal	B&B
Mc	Malus 'Candied Apple'	Candied Apple Crab	1 1/2" Cal	B&B
SHRUBS				
Hk	Hypericum kalmianum 'Ames'	Ames St. Johns Wort	3 gal.	pot
Sb	Spirea japonica 'Forbelli'	Frobel Spirea	2 gal.	pot
Tm	Taxus x media 'Taunton'	Tauton Yew	5 gal.	pot
Si	Stephanadra incisa 'Crispa'	Cutleaf Stephanandra	2 gal.	pot
PERENNIALS / GROUNDCOVERS / GRASSES				
Ca	Calamagrostis arundinacea	Karl Forester Fther.Rd.Grass	1 gal.	pot
Cs	Coreopsis 'Sunray'	Sunray Coreopsis	1 gal.	pot
Rf	Rudbeckia fulgida	Black Eyed Susan	1 gal.	pot
Pa	Pennesetum alop. 'Hameln'	Hameln Dwf. Fountaingrass	1 qt.	pot



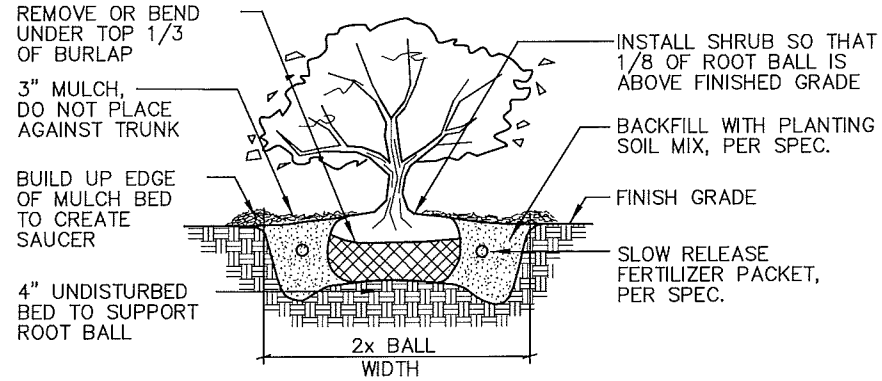
1 EXPANSION/CONTROL JOINT-SECTION NTS



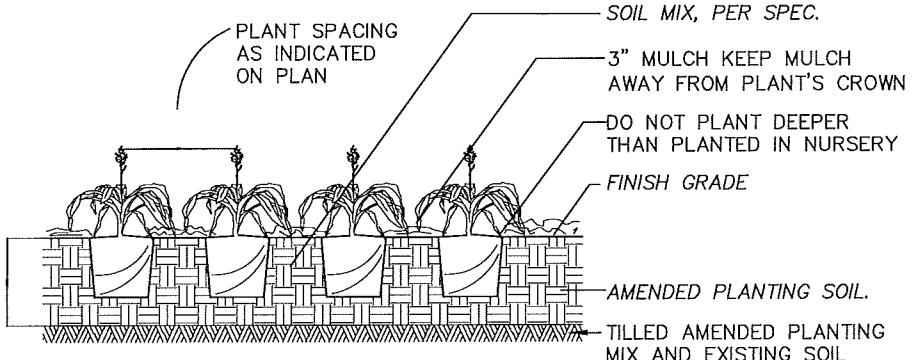
2 PED LOAD CONCRETE PAVEMENT-SECTION NTS



3 B&B TREE PLANTING DETAIL NTS



4 B&B SHRUB PLANTING DETAIL NTS



5 GROUNDCOVER / PERENNIAL PLANTING DETAIL NTS

design studio
 design studio etc.
 Landscape Architects
 330 W. Lakeside Street
 Madison, WI 53715
 gqperry@gmail.com
 P 608.358.6344
 Professional Seal

Revision _____ Date _____

Project Name
 Willy Street Co-Op North
 Sherman Plaza
 2921 Sherman Avenue
 Madison, WI 53704

Key Plan _____

Drawn By: GQP
 Checked By: GQP
 File:
 Issued For: Cond Use App
 Issue Date: 16_0921
 Project No. 16_AEA_01
 Sheet Name _____

Planting and Site
 Details

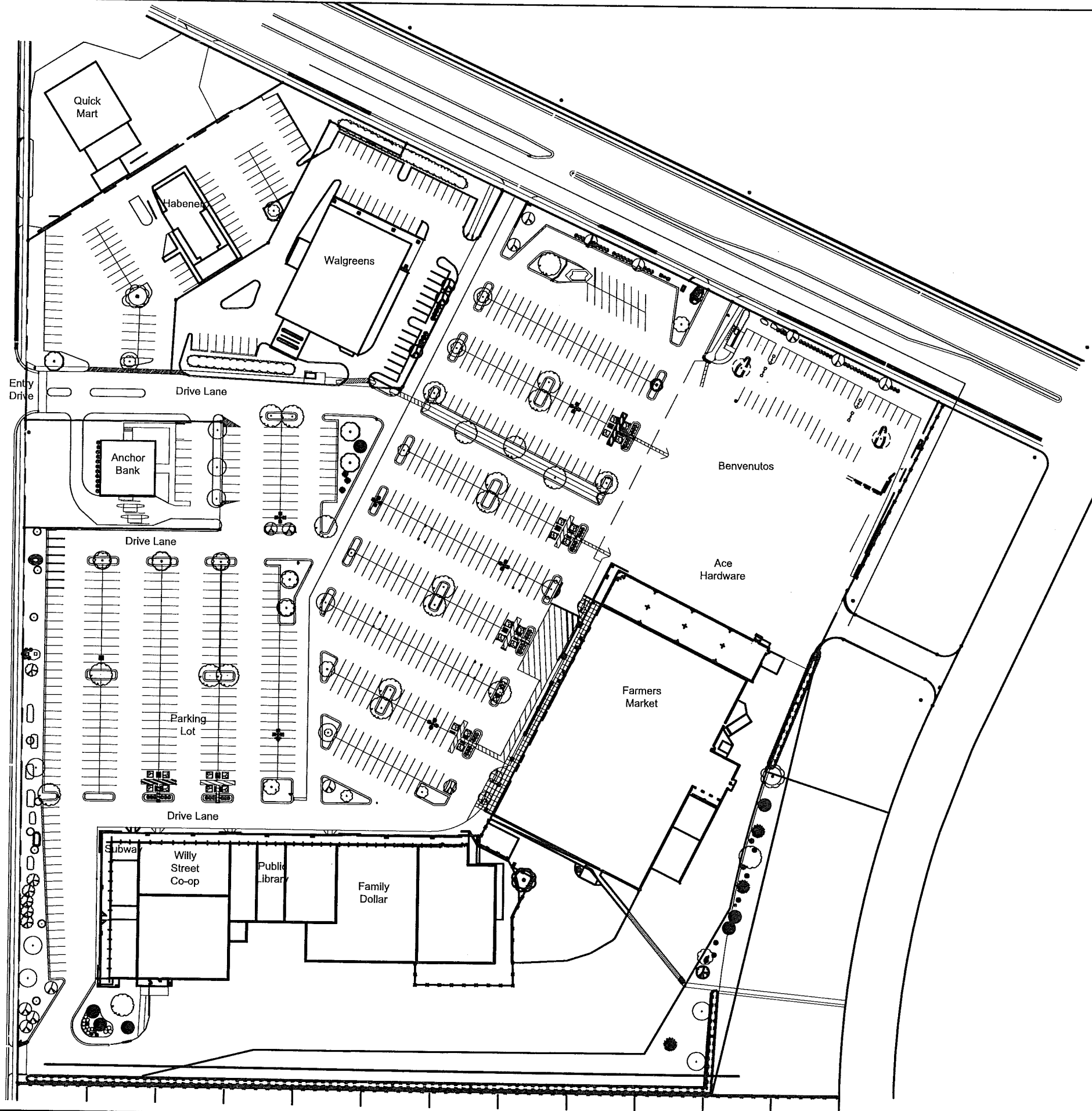
Sheet Number _____

L4

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Warner Park

Sherman Avenue



design studio

design studio etc.
Landscape Architects
330 W. Lakeside Street
Madison, WI 53715
gqperry@gmail.com
P 608.358.6344

Professional Seal

Revision Date

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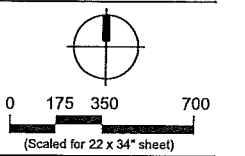
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Site Context Plan



Sheet Number

L1